

PIERCE-ARROW

ALBUM of ADVERTISEMENTS

No. 1

A PUBLICATION OF THE



INSIDE OF COVERS BLANK IN ORIGINAL

May 1902



The Pierce Motorette

An AMERICAN design based on the best FRENCH experience. **STRONG, DURABLE, COMFORTABLE. ECONOMICAL** in operation. Parts accessible. **CHAINLESS** gear transmission. **SIMPLE** to operate. **SPEED** from 5 to 25 Miles per Hour. **WEIGHT** 600 lbs. **3 1-2 H. P. Genuine DeDion Motor.**

Built By *The* **Geo. N. Pierce Co., Buffalo, N. Y.**

GENERAL AGENTS:

Banker Bros. Co., Banker Bros. Co., Automobile Headquarters, Pardee & Co.,
Pittsburg. Philadelphia. Boston. Chicago.

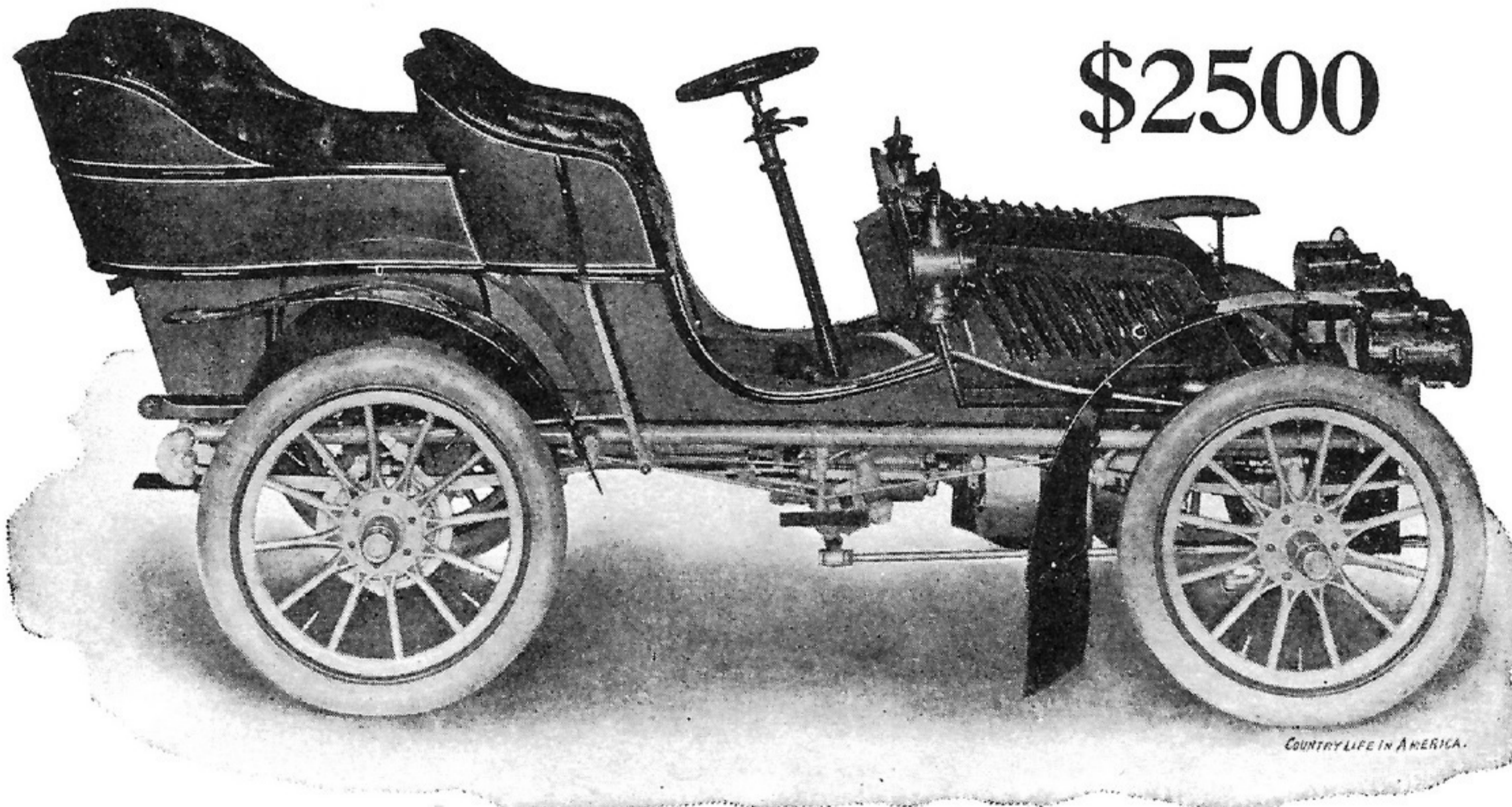
Send for Catalog.

COUNTRY LIFE IN AMERICA

JULY, 1903

MOTOR CAR

A Stylish, Powerful, Light car with 15 H. P., De Dion Double Cylinder Motor, Three speeds forward and reverse, Detachable Tonneau.

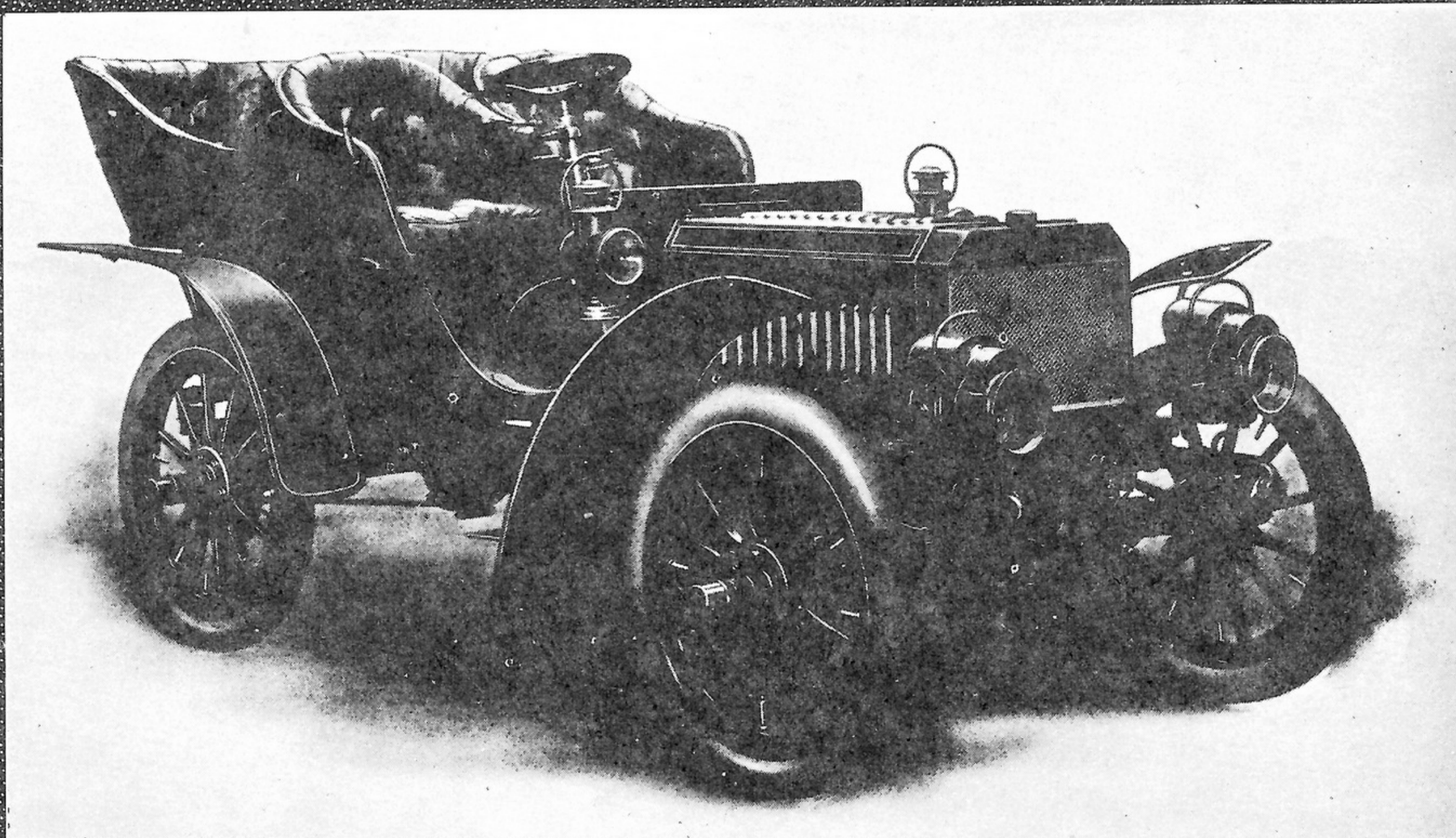


Carries five people comfortably. So simple in mechanism it can be run by owner. Surpasses the work of larger and more expensive cars with less expence for running or repairs. Made by

THE GEO. N. PIERCE COMPANY, BUFFALO, N. Y.

Makers also **PIERCE CYCLES** and **MOTORETTES.**

PIERCE



THE Pierce automobiles stand fairly and squarely upon their record in the famous endurance run from New York to Pittsburg. The Arrow Touring Car and the Pierce Stanhope both took part in this run and both performed with credit.

The story of this remarkable run is told in a fascinating and thrilling little booklet, entitled "A Tale of Triumph," which will be sent free on request.

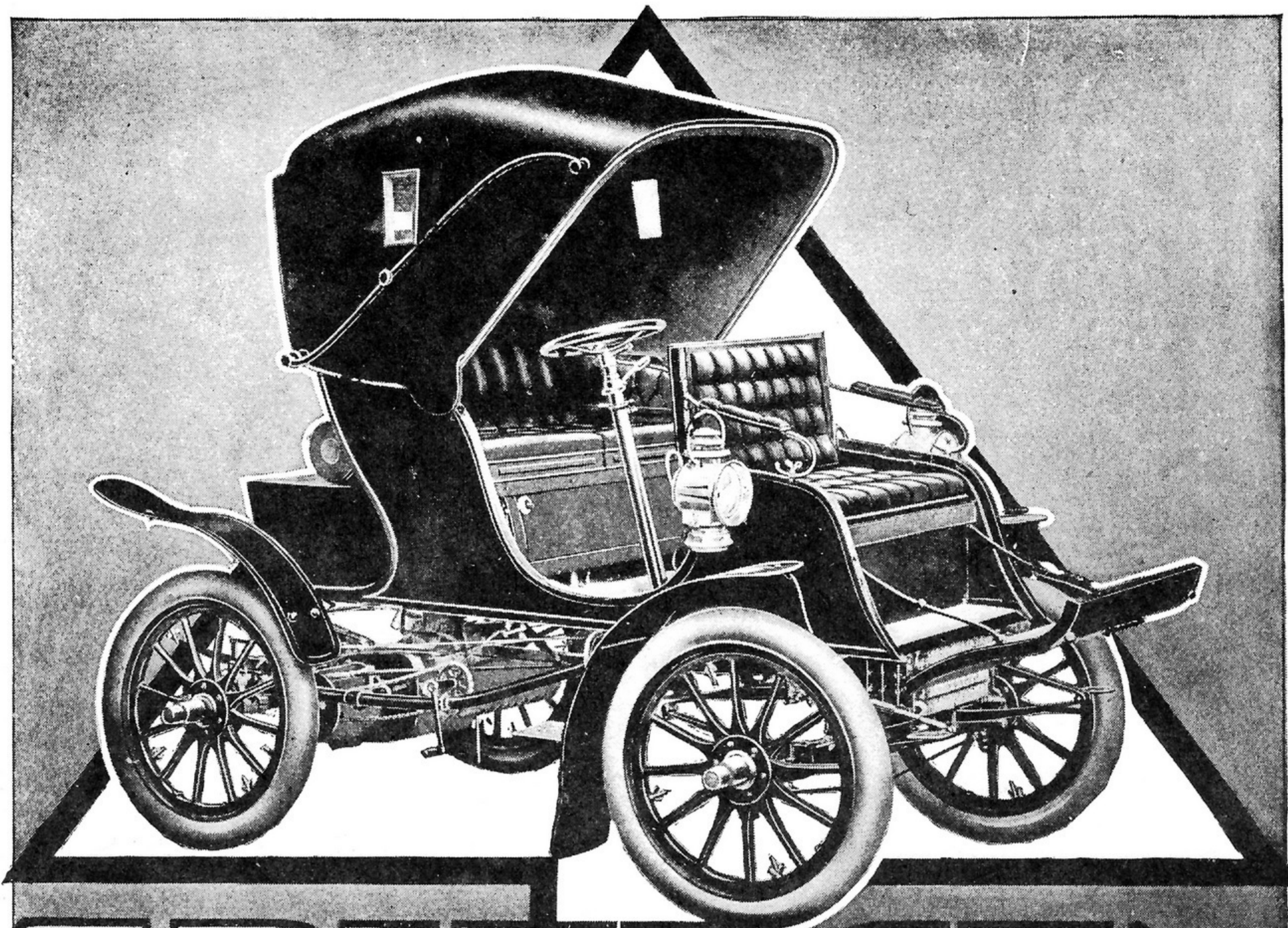
In the face of such facts, no one who is about to purchase a motor car for any purpose whatever can ignore the actual performance of the Pierce cars under most unusual and strenuous conditions.

THE GEORGE N. PIERCE COMPANY, Buffalo, N. Y.

Members of Association of Licensed Automobile Manufacturers

ALSO MAKERS OF PIERCE CYCLES

Banker Bros. Co., New York, Philadelphia, Pittsburg; Dowling & Maguire, Boston, Mass.; R. V. Connerat, Savannah; Mobile Carriage Co., San Francisco; Chicago Auto. Repository Co., Chicago; Western Automobile Co., St. Louis; Wilson & Co., Ottawa, Ont.; R. W. Whipple, Binghamton, N. Y.; Conrad Bros., Scranton, Pa.; Miller-Mundy Car Co., Utica, N. Y.; F. A. Mabbitt, Rochester, N. Y.; Gregory & Co., Fresno, Cal.; George N. Pierce Co., Denver, Col.



PIERCE

THE PIERCE STANHOPE

is and always was a distinct achievement in the way of a popular-priced, all-around automobile, built primarily to stand the strenuous demands of a physician's work, which means to give the greatest amount of service with the least amount of bother, and which certainly fulfills the requirements of any ordinary user. It is built for hard work. It has all of the good points of the Pierce cars. It is inexpensive, and it is a particularly graceful design to look upon.

See it at a near agent's, and also write for both popular and technical descriptions.

The Pierce line for 1905 is ready. It consists of three mechanisms and six cars. There are:

The Pierce Stanhope, without top	- - -	\$1,200
The Great Arrow Tonneau Car, 28-32 H. P.	- - -	4,000
The Suburban, 28-32 H. P.	} Bodies by Quinby	5,000
The Landaulet, 28-32 H. P.		5,000
The Opera Coach, 28-32 H. P.		5,000
The Arrow Tonneau, 24-28 H. P.		3,500

The Suburban, The Landaulet and The Opera Coach have what are known as Limousine bodies. Pierce cars were awarded the Grand Prize at the St. Louis Exposition.

The Pierce book and technical description of each of these cars sent on request to us or to your nearest agent.

THE GEORGE N. PIERCE COMPANY, Buffalo, N. Y.

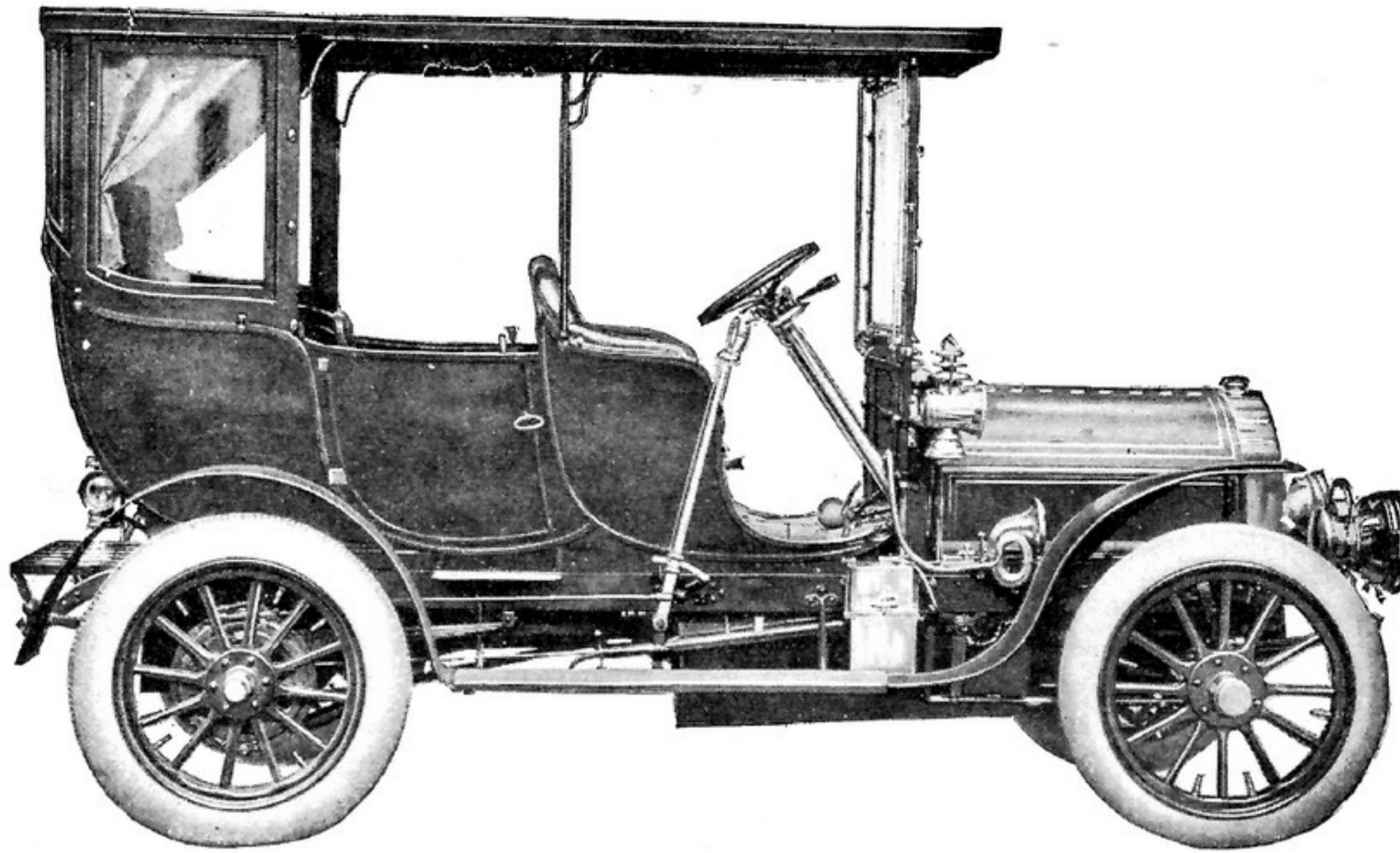
Manufacturers of Pierce Cycles

Members of Association of Licensed Automobile Manufacturers

Dowling & Maguire, Boston, Mass.; R. W. Whipple, Binghamton, N. Y.; H. Paulman & Co., Chicago, Ill.; The George N. Pierce Co., Denver, Col.; Stirling Automobile Co., Detroit, Mich.; N. L. Biever, Derby, Conn.; Elmira Arms Co., Elmira, N. Y.; Waterman Bros., Fresno, Cal.; J. A. Place, Geneva, N. Y.; East Coast Automobile Co., Jacksonville, Fla.; L. H. Johnson, Los Angeles, Cal.;

M. C. Blackman, Syracuse, N. Y.; Miller-Mundy Motor Car Co., Utica, N. Y.; Central Automobile Exchange, Worcester, Mass.

Harrolds Motor Car Co., New York, N. Y.; The George N. Pierce Co., Oakland, Cal.; Wilson & Company, Ottawa, Canada; Banker Bros. Co., Pittsburg, Pa.; H. J. Willard, Portland, Me.; R. V. Connerat, Savannah, Ga.; C. P. Joy Automobile Co., St. Paul, Minn.; Mobile Carriage Co., San Francisco, Cal.; Standard Motor Car Co., Scranton, Pa.; Western Automobile Co., St. Louis, Mo.;



This is the great Arrow Victoria Tonneau, 40-45 H.P., with semi-enclosed top. Price without top, \$5,000. Semi-enclosed top, \$350 extra. Cape top, \$200 extra. Folding glass front, \$50 extra

One convincing proof of the excellence of Pierce cars is the fact that they appeal most to the most mechanical minds. An automobile is a machine. The more a man understands about the principles of mechanics, the better he appreciates the way in which the Pierce Arrow is made.

The initial cost of a Pierce Arrow is greater than that of any automobile made in this country, but the price seems low when compared not only with the small cost of maintaining but with the long time of service given.

Pierce Arrows are never out of date as far as effective service is concerned.

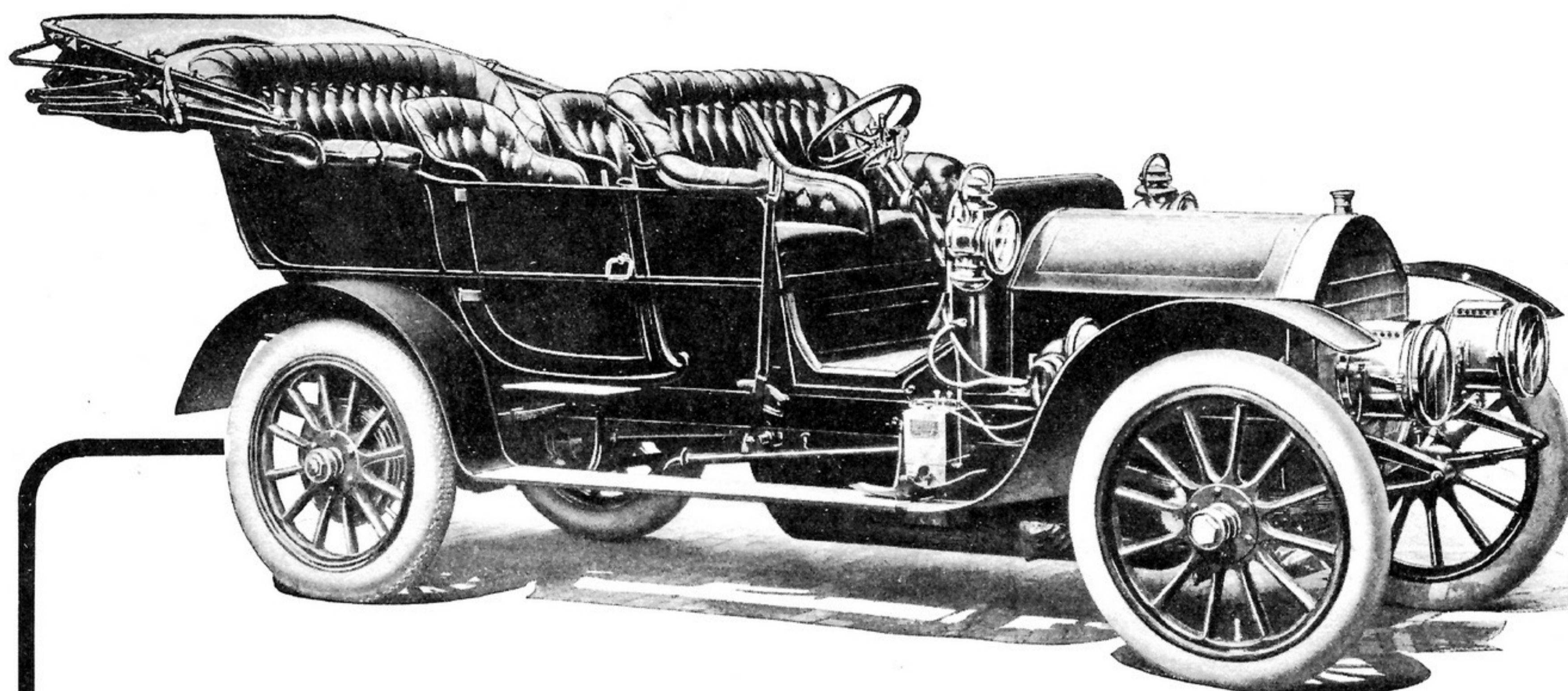
Catalogue and description mailed on request

THE GEORGE N. PIERCE COMPANY
BUFFALO, N. Y.

Members Association Licensed Automobile Manufacturers

LIST OF DEALERS

BOSTON—J. W. Maquire Co., 745 Boylston Street	OAKLAND, CAL.—The George N. Pierce Co., 1013 Clay Street (Wholesale)
CHICAGO—H. Paulman & Co., 1321 Michigan Avenue	PHILADELPHIA—Foss-Hughes Motor Car Co., 201 N. Broad Street
NEW YORK—Harrolds Motor Car Co., Broadway, 58th to 59th Streets	PORTLAND, ME.—J. A. Dowling
PITTSBURGH—Banker Bros. Co., Baum and Beatty Sts.	PROVIDENCE—The Shepard Company
BALTIMORE—Southern Auto Co., 2021 Maryland Ave.	ROCHESTER—U. S. Automobile Co., 21 Plymouth Ave.
BUFFALO—The George N. Pierce Co., 752 Main Street (Retail)	SAN FRANCISCO—Mobile Carriage Co., Golden Gate Avenue and Gough Street
DETROIT—J. P. Schneider, 189 Jefferson Avenue	SARATOGA SPRINGS—W. L. Hodges, 16 Woodlawn Avenue
DENVER—The George N. Pierce Co., 1643 California St.	SCRANTON, PA.—Standard Motor Car Co.
HARTFORD, CONN.—The Miner Garage Co., 120 Allyn Street	SPRINGFIELD, MASS.—E. R. Clark Auto Co., 117 Lyman Street
HOUSTON, TEX.—Hawkins Auto & Gas Engine Co.	SYRACUSE—Ames-Pierce Auto Co., 105 State Street
KANSAS CITY, MO.—E. P. Moriarty & Co., 1612 Grand Avenue	ST. LOUIS—Western Auto Co., 4701 Wash. gton Blvd.
LOS ANGELES—Bush & Burge, Cor. 7th and Main Sts.	ST. PAUL—C. P. Joy Auto Co., 368 Minnesota Street
LOUISVILLE—The Zorn-Strauss Co., Inc.	TORONTO—Auto & Supply Co., Ltd., 24 Temperance St.
MILWAUKEE—Hibbard Automobile Co.	TROY, N. Y.—Troy Auto Exchange, 22 Fourth Street
OTTAWA AND MONTREAL—Wilson & Co., 142 Bank Street	UTICA, N. Y.—Utica Motor Car Co.



“The factory behind the Car”

We announce a new four-cylinder, 40-45 horse power, seven passenger Great Arrow Touring Car, price \$5,000.00. When we say “seven passenger” we mean seven comfortable seats. The two additional seats are in the tonneau, with backs and arms. They revolve so that the occupants can turn around and chat sociably with the three people in the rear. There is nothing exclusive about the idea. All good cars will probably adopt it.

The appeal of the Pierce Arrow is made upon something deeper and more vital than a change in the form of the body. It is in the car itself.

The 1907 Pierce car will be made in the new Pierce factory. We put it modestly when we say that this is the most complete automobile factory in the world. By “completeness” we mean not merely size, good location, shipping facilities and all those things; we mean especially a factory planned with the greatest care to produce such a car as the Pierce Great Arrow has always been and must continue to be.

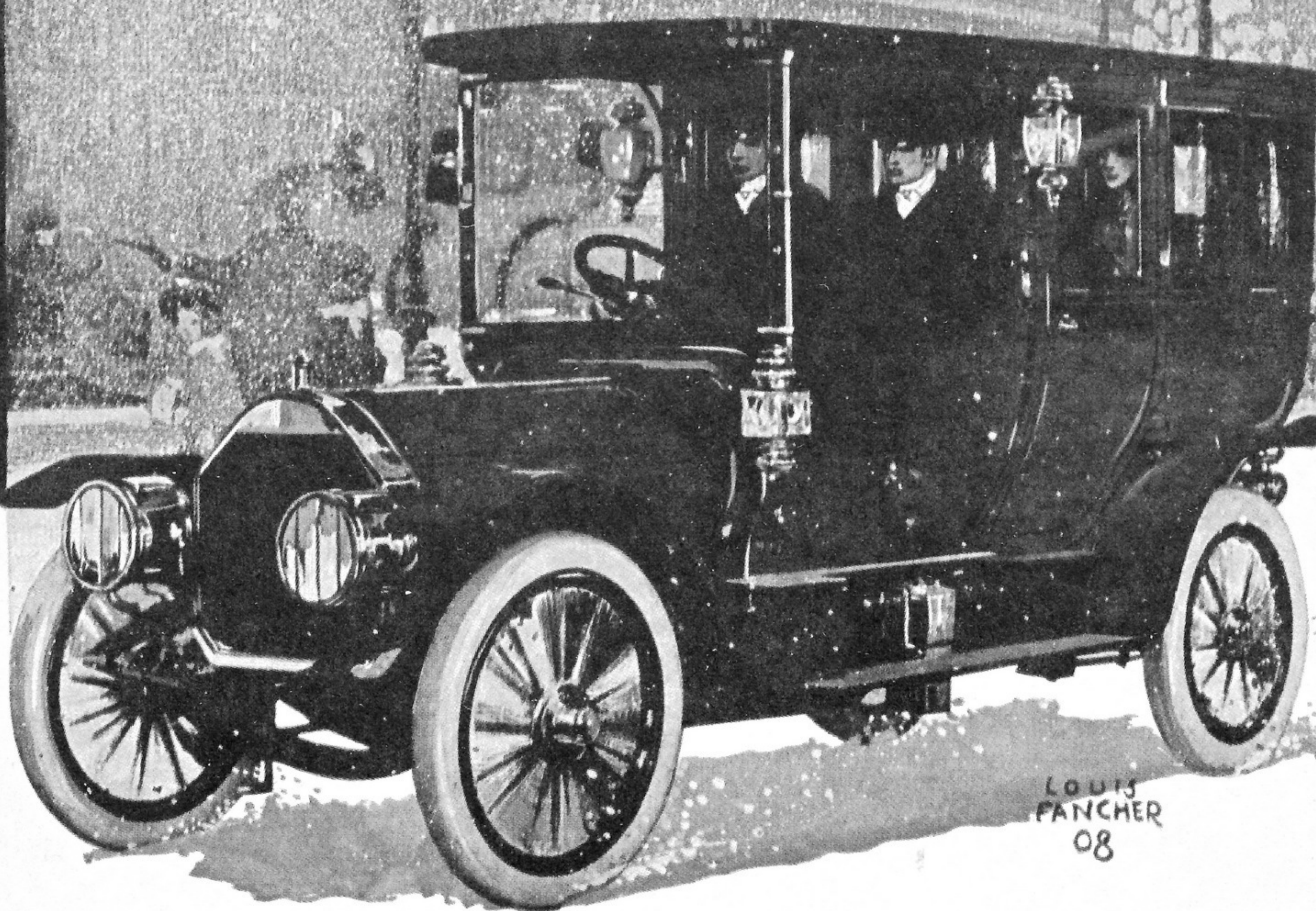
The argument for 1907 will be “The Factory Behind the Car.”

If we could, with comparatively meager factory facilities, make the Pierce Great Arrow Car what it has become, the American Car for Americans, then how much better can we attain our ideal with such an equipment as is furnished by the new plant, to say nothing of greater promptness in deliveries.

The George N. Pierce Company
Buffalo, N. Y.

Members of Association of Licensed Automobile Manufacturers

The Pierce Arrow

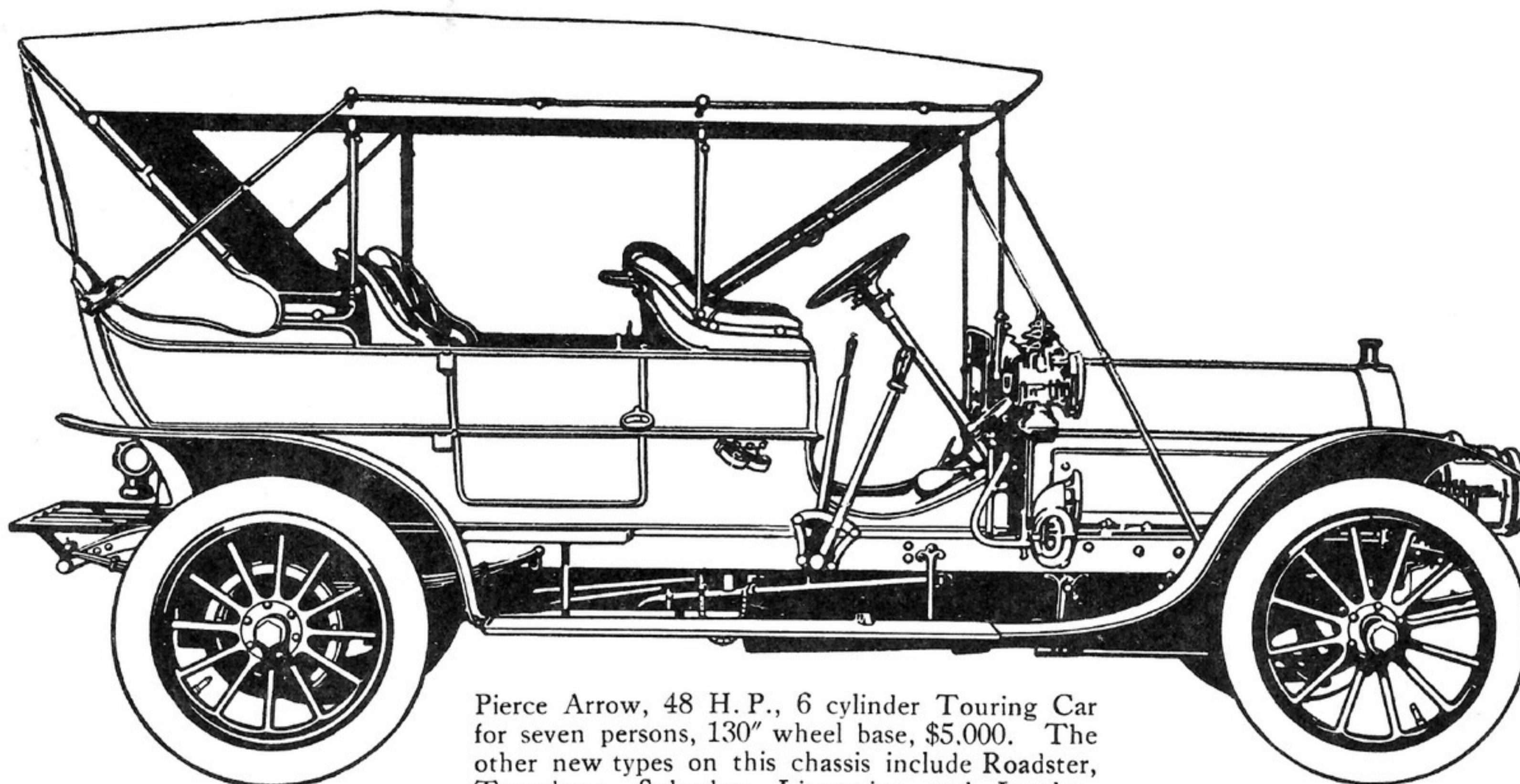


LOUIS
FANCHER
08

THE PIERCE-ARROW MOTOR CAR CO. (Members Association of Licensed Automobile Manufacturers) Buffalo, N.Y.
Owners of THE GEORGE N. PIERCE COMPANY

1908

The Pierce Arrow



Pierce Arrow, 48 H.P., 6 cylinder Touring Car for seven persons, 130" wheel base, \$5,000. The other new types on this chassis include Roadster, Tourabout, Suburban Limousine and Landau.

"Will climb mountains as the level road"

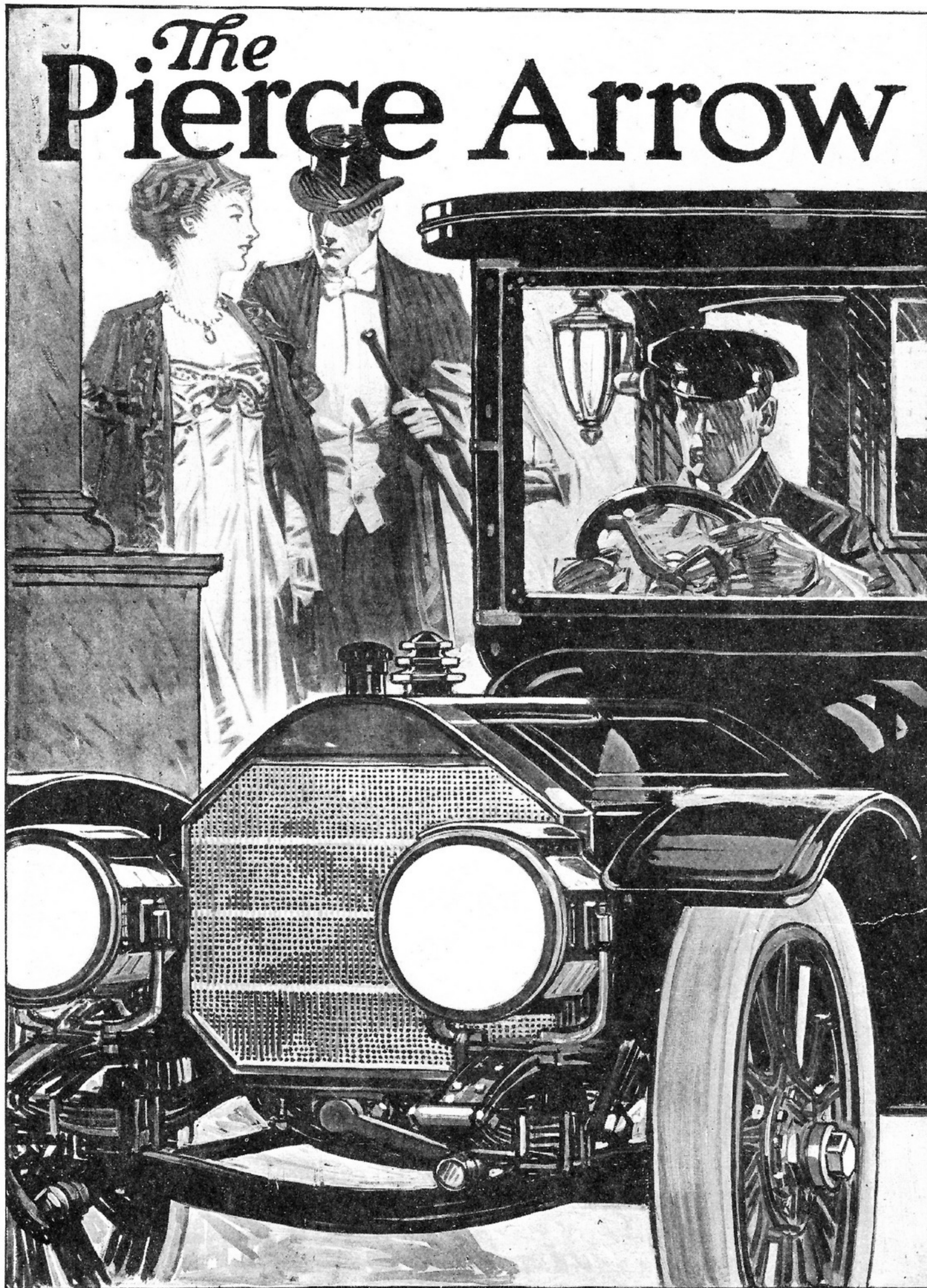
"FROM Sorrento, Italy, to Lucerne, Switzerland, the trip was made without default on the part of the car in any shape whatsoever, and it was in constant commission. Not a screw or bolt or any part of the machinery required attention beyond oiling and the furnishing of water and benzine. We climbed the highest mountains (Alps) as easily as we traveled the level road. I never knew how perfect and comfortable travel by motor car could be made until this long journey in the Pierce Great Arrow Car."

This letter is one of a large number on file at our New York office which can be shown to anyone interested in Pierce Great Arrow Cars. The letters are all signed with the names

of well-known New Yorkers, but naturally we do not like to give the name of the writer of this letter in this public place, although we will be delighted to show the original letter.

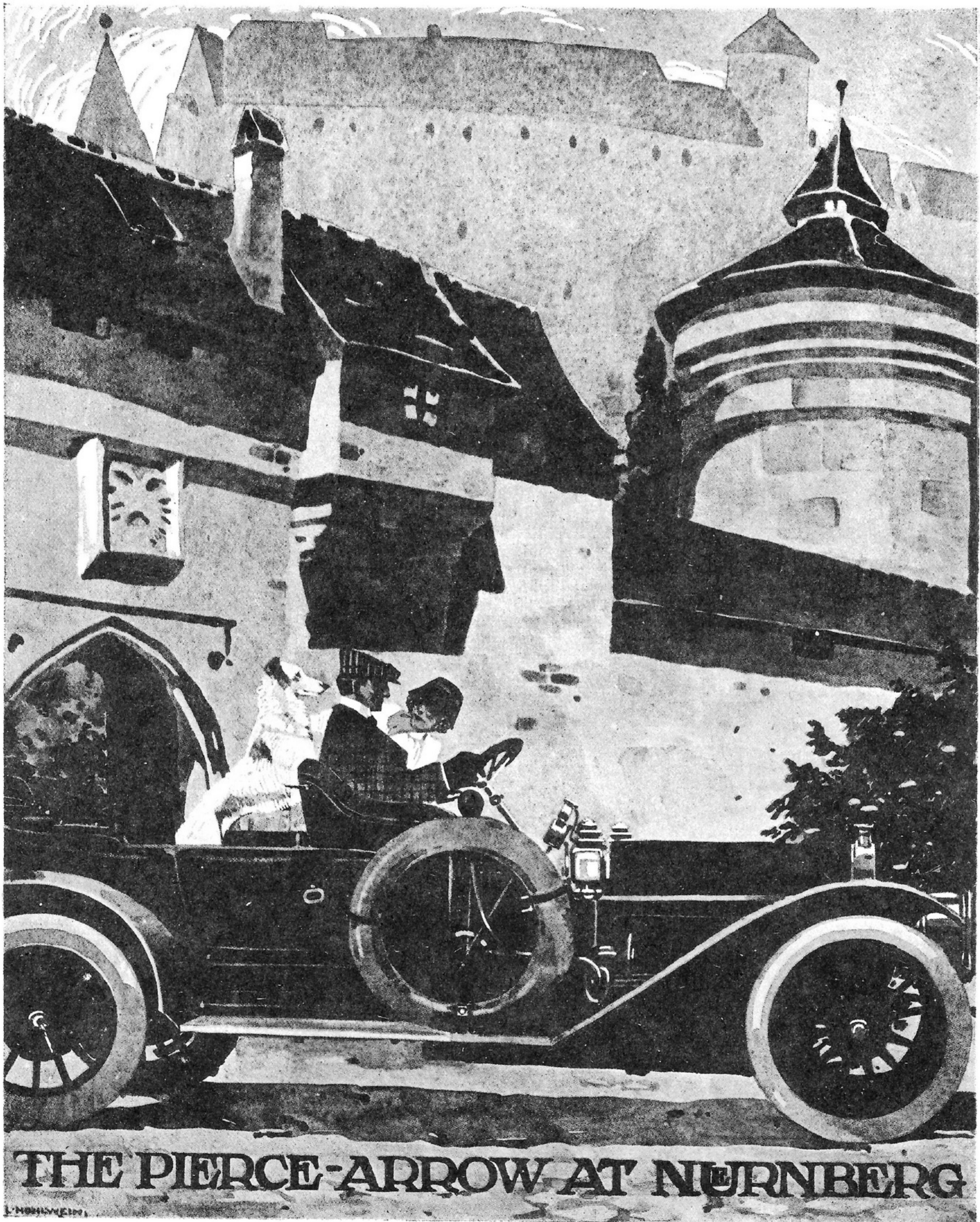
The George N. Pierce Company (Members Association Licensed Automobile Manufacturers) **Buffalo, New York**

The Pierce Arrow Cars will be exhibited in New York only at the Madison Square Garden Show, January 16 to 23, 1909, and at the salesroom of our New York representatives, The Harrolds Motor Car Company, 233 W. 54th Street.



NO feature of the Pierce-Arrow car has been exploited at the expense of any other feature. Well-balanced design is characteristic of both its construction and its appearance.

THE PIERCE-ARROW MOTOR CAR COMPANY, BUFFALO, N. Y.
Members Association Licensed Automobile Manufacturers.

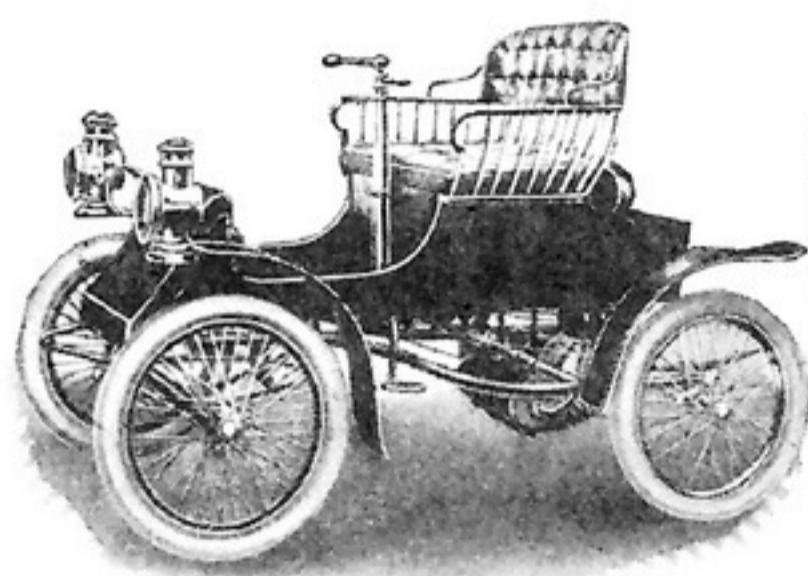


The highest accomplishment of the Pierce-Arrow car is found in its availability for restful, comfortable and satisfactory long distance tours.

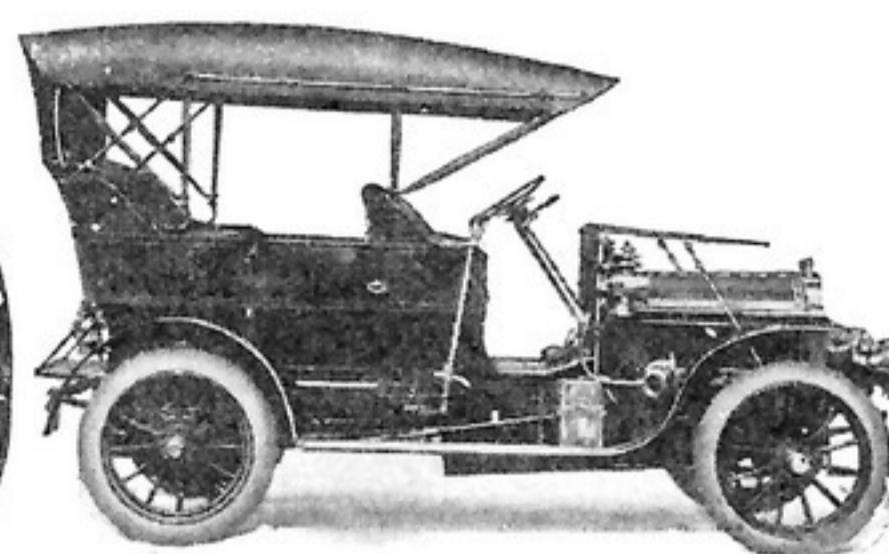
THE PIERCE-ARROW MOTOR CAR COMPANY, BUFFALO, N. Y.
In Paris at 22 Avenue de la Grande Armée

THE PIERCE-ARROW

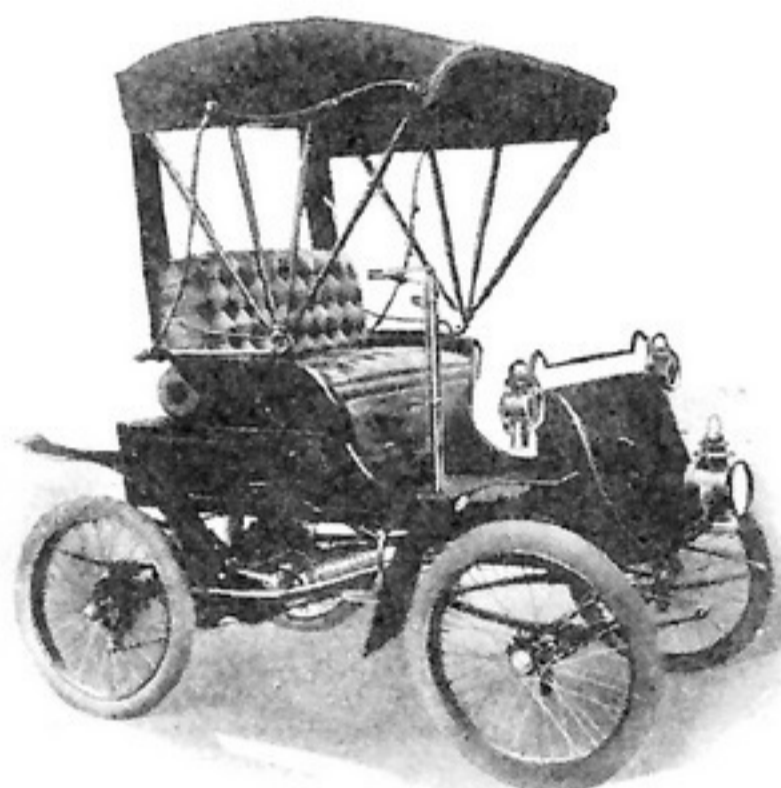
Ten Years' Progress



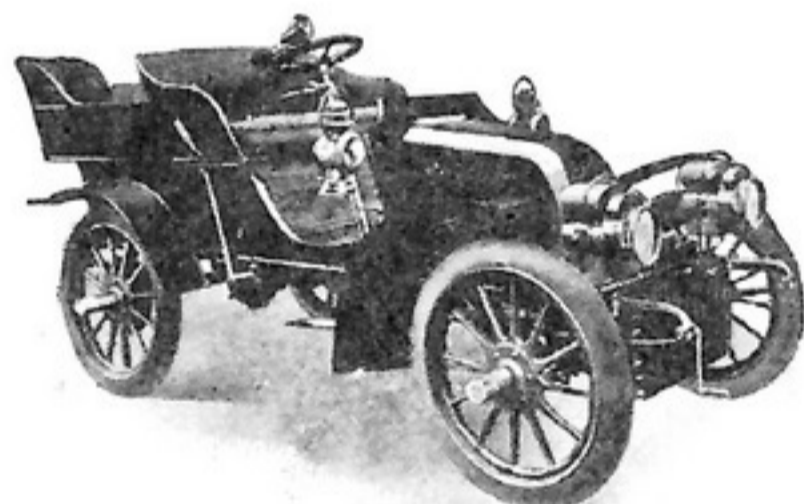
1901 1-CYLINDER
2 3/4-H. P. MOTORETTE



1906 4-CYLINDER
28-32 H. P. TOURING CAR



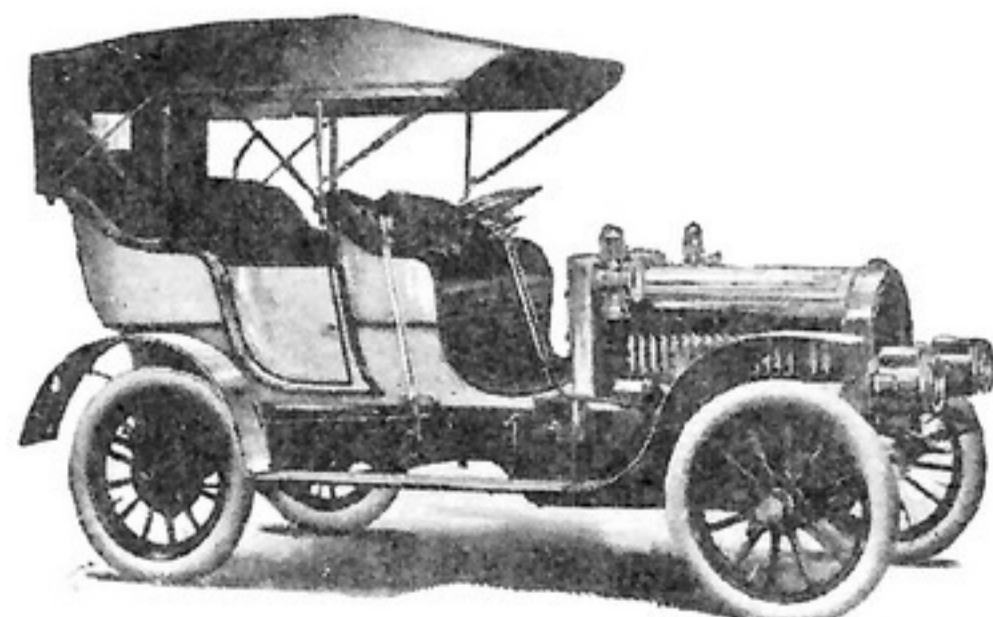
1902 1-CYLINDER
3 1/2-H. P. MOTORETTE



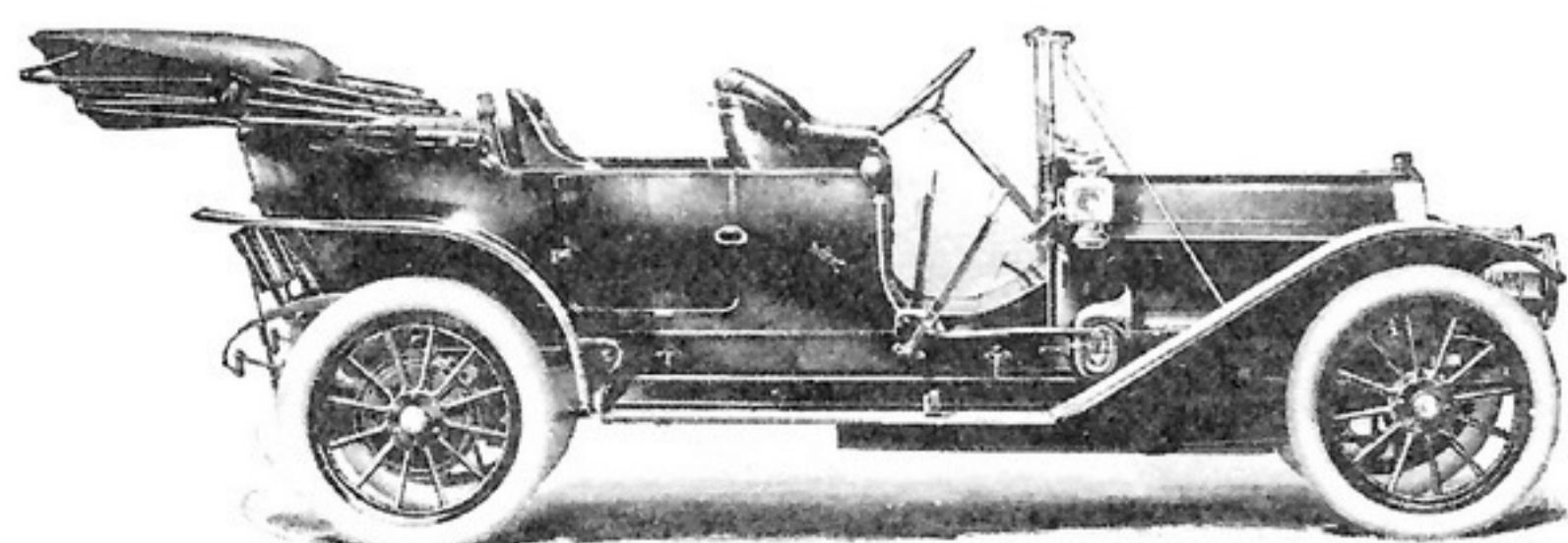
1903 2-CYLINDER
15-H. P. TOURING CAR



1904 2-CYLINDER
15-H. P. TOURING CAR



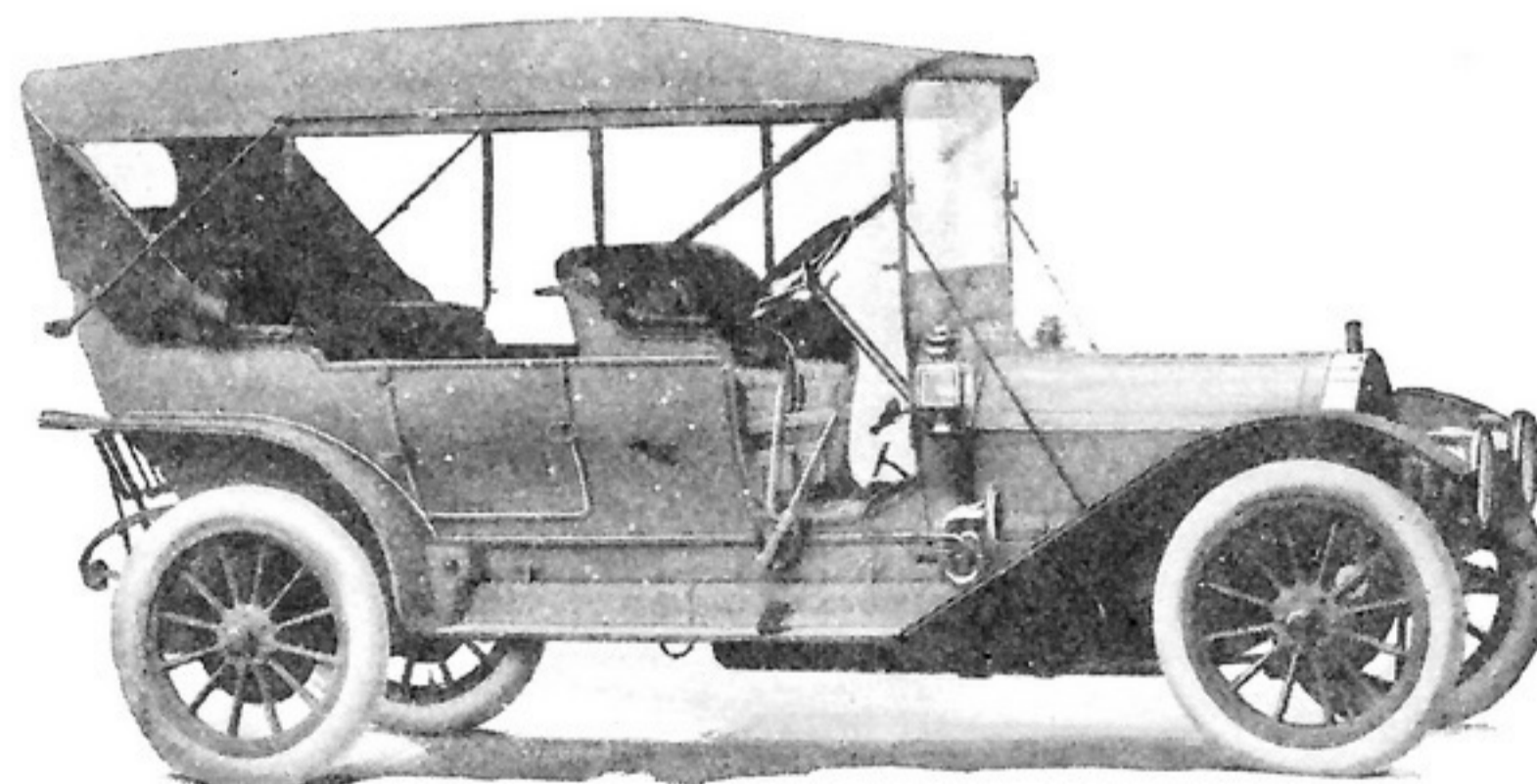
1905 4-CYLINDER
24-28-H. P. TOURING CAR



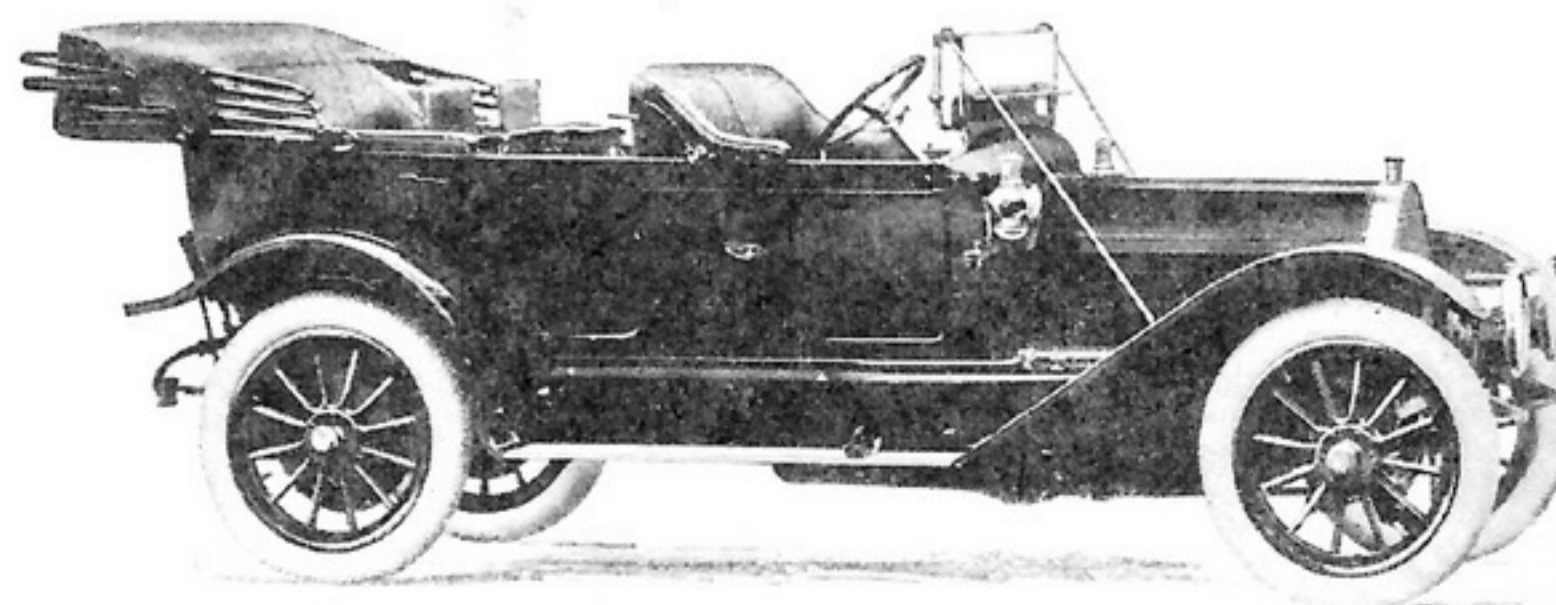
1911 6-CYLINDER
48-H. P. TOURING CAR

RECENTLY there was held in Buffalo, N.Y., an exhibition of Buffalo-made products. One of the features of the week of display was a motor-car parade, in which the Pierce-Arrow Motor Car Company took part. Owners of Pierce-Arrow cars in Buffalo assisted the company in its display of models from 1901 on to the cars manufactured almost on the day of the parade. Seldom has any city witnessed so impressive an exhibition of what has been accomplished in motor-car advancement in a decade as was shown when the Pierce-Arrows of each succeeding year, from the little 2 3/4-horsepower motorette to the majestic 66-horsepower suburban car of to-day, moved in line together. Those who saw this exposition realized from what their own eyes told them that they were seeing the unfolding of a story that contained illustrations of the mechanical and artistic efforts of men who had striven for a decade with a single purpose to guide them—the betterment of the Pierce-Arrow.

THE PIERCE-ARROW
MOTOR CAR CO.
BUFFALO, N. Y.



1910 6-CYLINDER
48-H. P. TOURING CAR



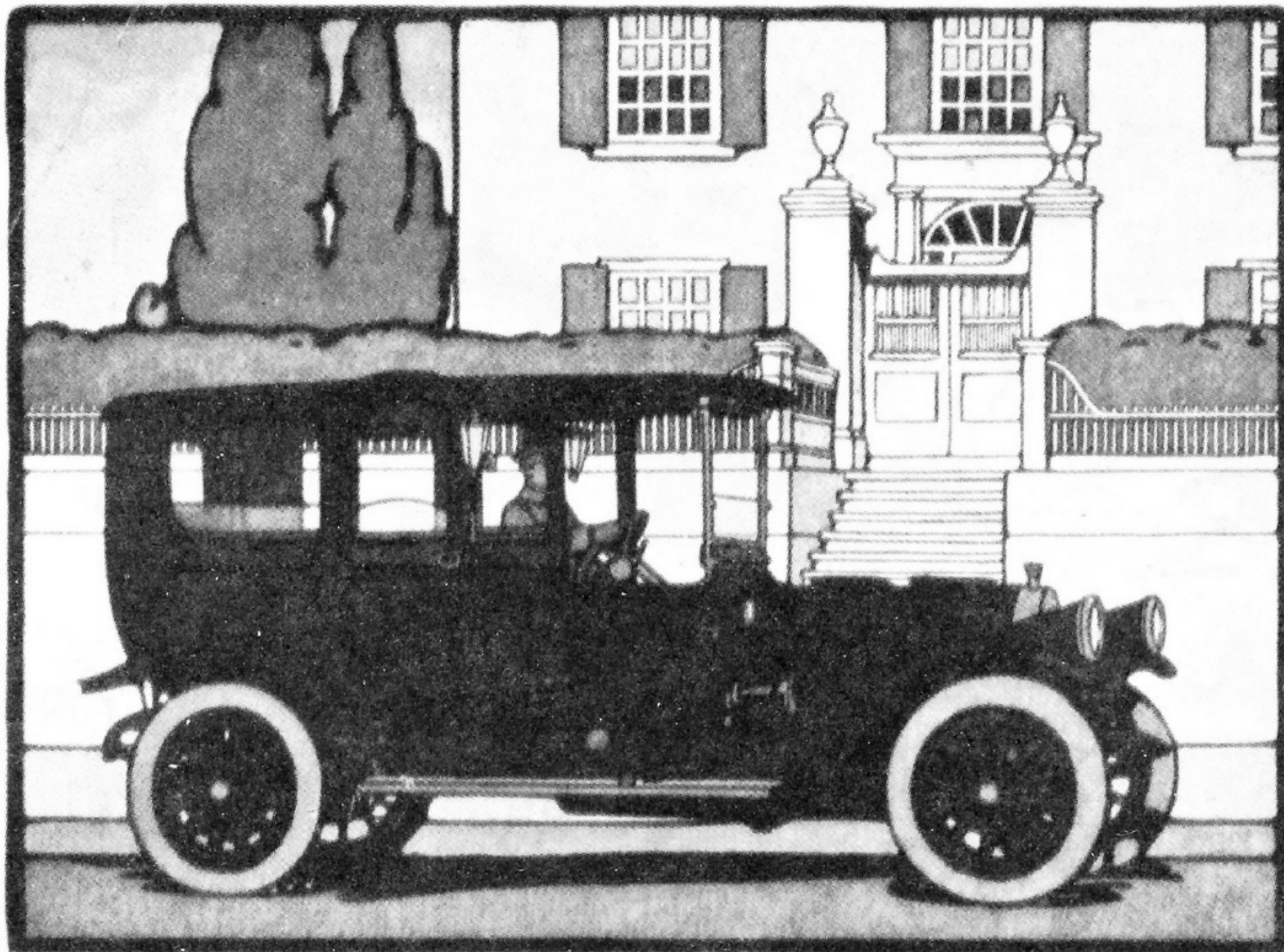
1912 6-CYLINDER
48-H. P. TOURING CAR

An ornate advertisement for the Pierce-Arrow Motor Car. At the top, a decorative crest with a large 'P' and 'A' is surrounded by floral motifs. Below this, an oval frame contains a detailed illustration of a vintage Pierce-Arrow motor car. The car is a dark-colored, open-top model with large spoked wheels. It is filled with passengers, including men and women in early 20th-century attire. Two men stand outside the car, one on the left and one on the right, both dressed in suits. The car is parked on a light-colored, possibly sandy or dusty, surface. Below the oval frame, a decorative floral garland hangs down. At the bottom, a rectangular frame contains a block of text in a mix of script and serif fonts. The entire advertisement is set against a background of horizontal lines.

Look first for an engine that is faultless
Look next for a perfect application and
control of the power this engine gives.
Look then for a body so comfortable and
so luxuriously appointed that you will
enjoy this power to the full. Look for
all this — and you will find the

PIERCE-ARROW

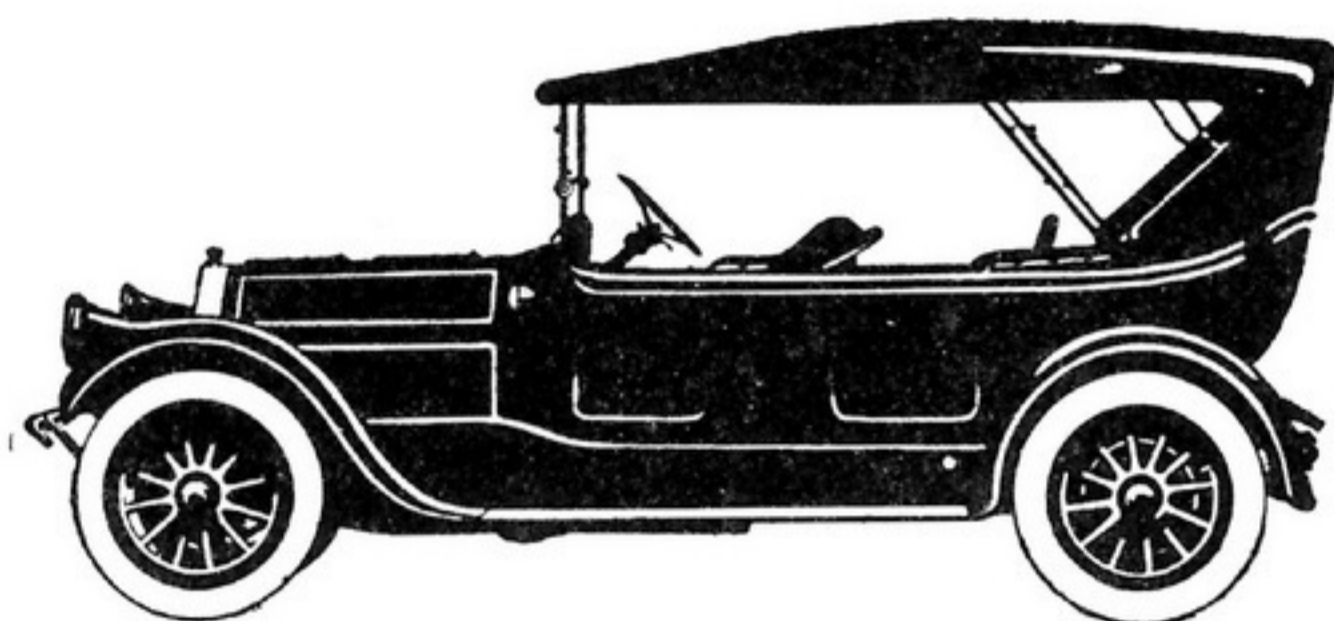
The Pierce-Arrow Motor Car Co., Buffalo



The Pierce-Arrow Car takes a just credit and no more than a just credit for the quality of its engine, but it has added to that engine conveniences, refinements and luxuries which, together with perfect service and easy control, give the luxury that is expressed by the words "Pierce-Arrow Car"

The Pierce-Arrow Motor Car Co., Buffalo, N. Y.

STYLE



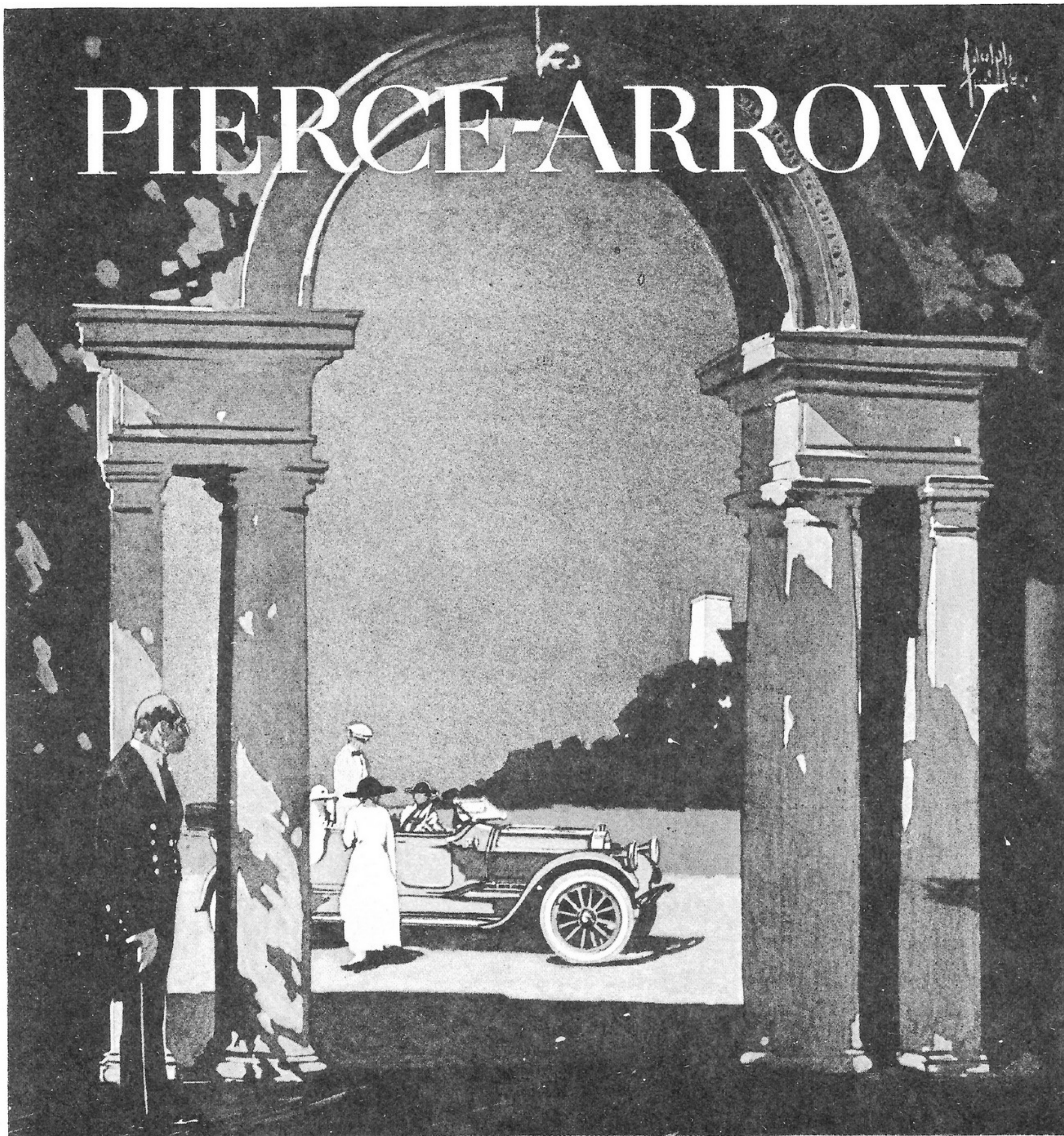
The Pierce-Arrow body surrounds and conceals the vitals of the Pierce-Arrow Car—the engine, transmission, clutch and all that comparatively ugly but necessary machinery that makes the car the efficient medium that it is.

By the sound progress of art resting securely upon utility, all the great things of the world have been produced. In this spirit the creation of every part—always *creation*, never imitation—finding the car's own reason for development within itself—has produced the Pierce-Arrow Car—a machine of such great utility to its owners, and of such æsthetic beauty in itself, that it is the leader of the *automonde*, the creator of motor fashions, the ideal and the model for the visual expression of the motor car of today.

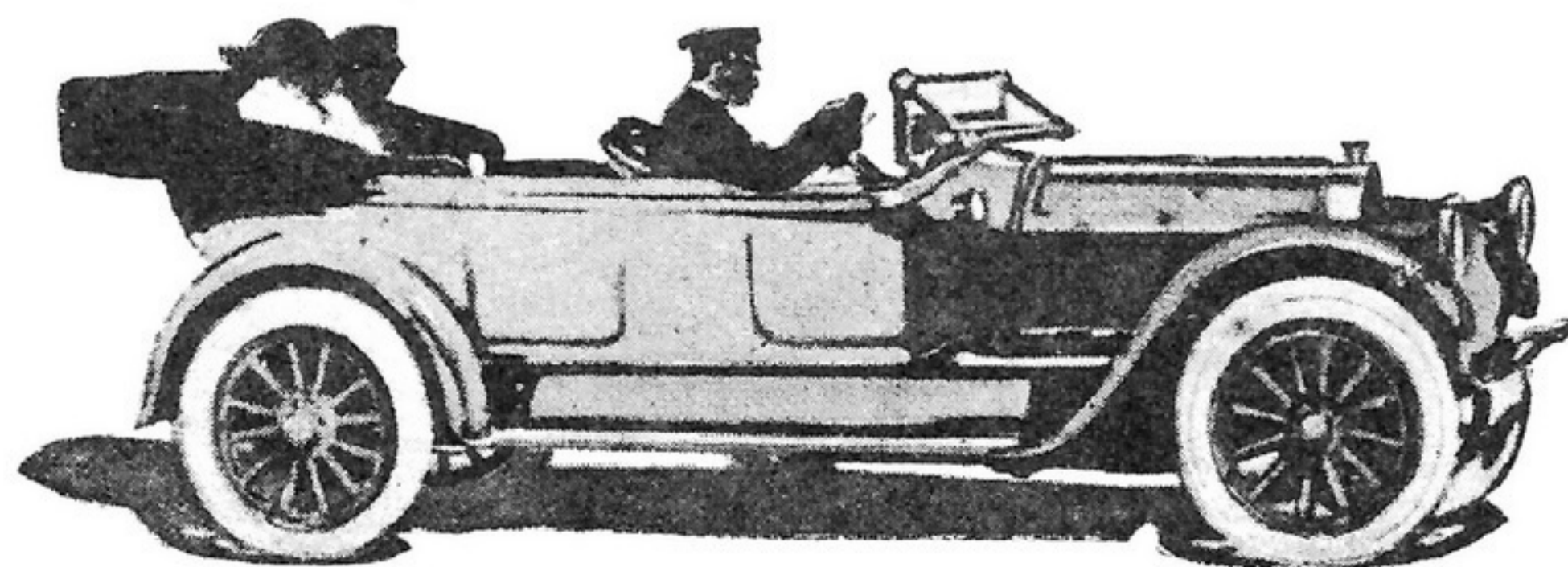
THE PIERCE-ARROW MOTOR CAR CO. BUFFALO N Y

PIERCE- ARROW

PIERCE-ARROW

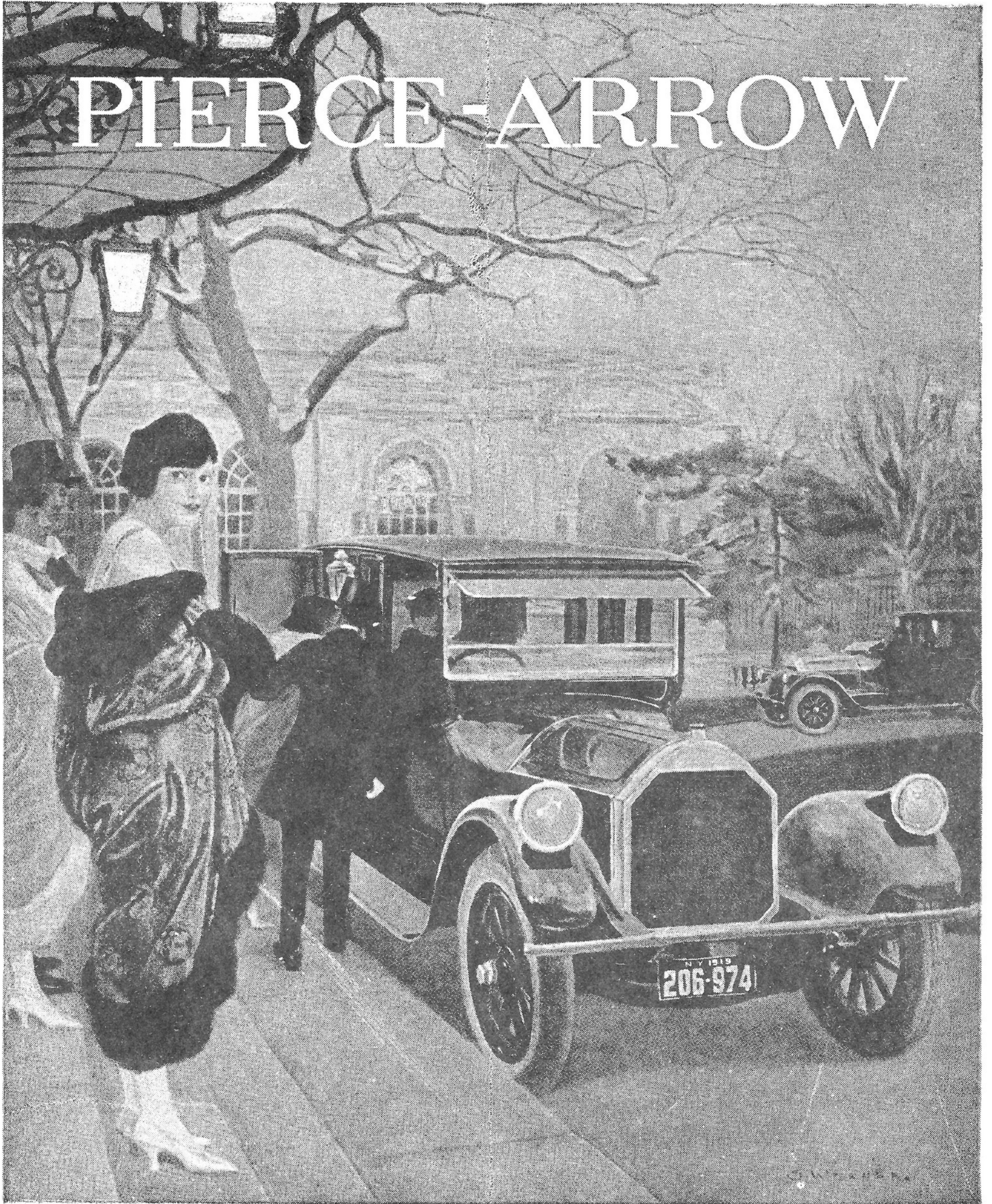


IT is one of the finer results that come with the accumulated wisdom of experience that one learns to judge in terms of quality rather than in terms of cost. The estimation in which the Pierce-Arrow is held is greater today than ever before, and greatest among those who have known and used it longest.



THE PIERCE-ARROW MOTOR CAR CO.
Buffalo, N. Y.

PIERCE-ARROW





The Vestibule Sedan

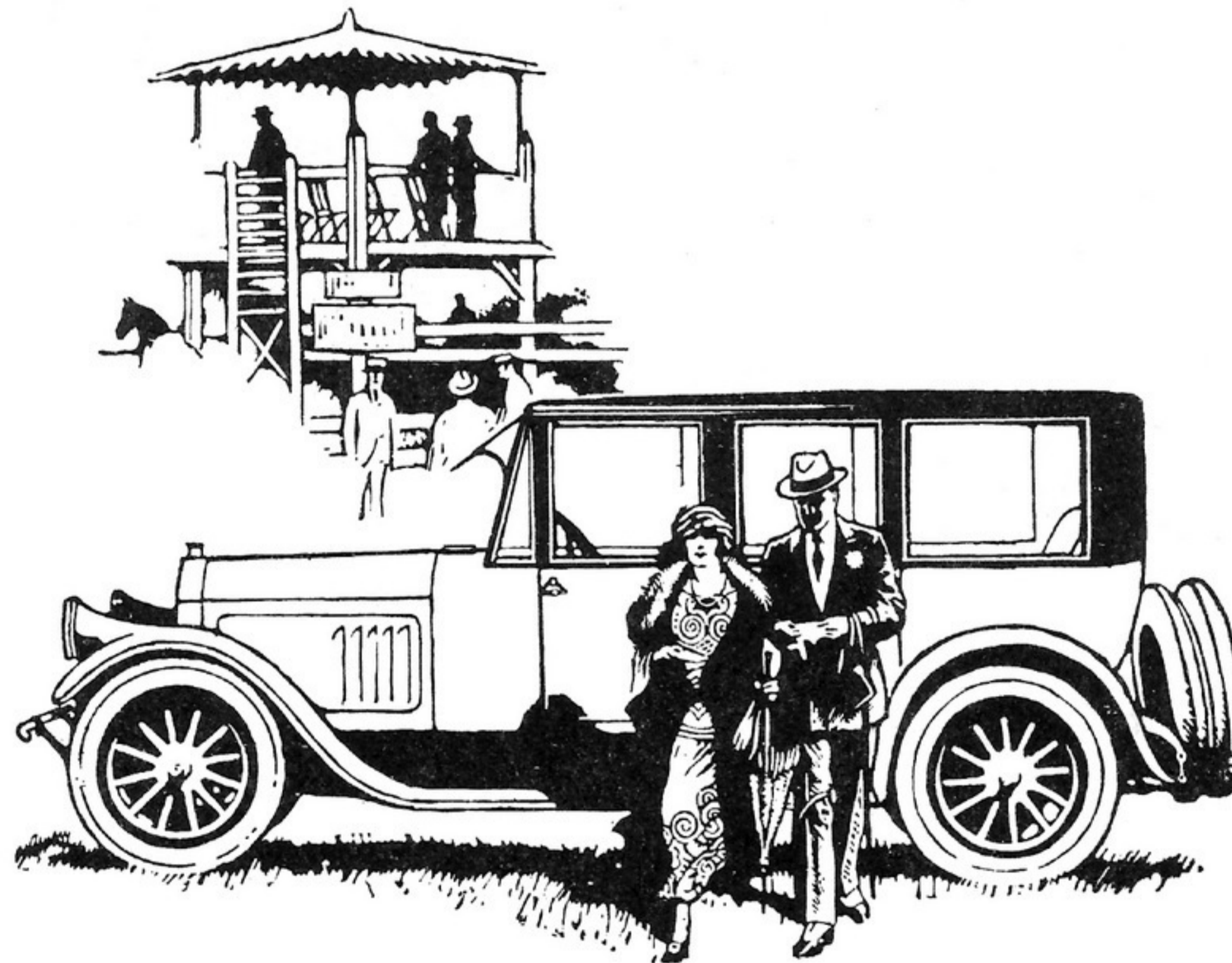
A Portrait by Edward A. Wilson

Pierce-Arrow

PIERCE

To continue to create each ensuing year a restricted number of incomparable motor cars, is the perpetual responsibility of The Pierce-Arrow Motor Car Company. Strict adherence to such ideals is obviously incompatible with haste or speed in manufacturing. Precision can be attained only by the utilization of highly skilled and experienced hand work. Pierce-Arrow open cars are now \$5,250 at Buffalo; closed cars, \$7,000 at Buffalo. Pierce-Arrow Dealers in most localities can assure fairly prompt deliveries.

THE PIERCE-ARROW MOTOR CAR COMPANY, *Buffalo, New York*
(Prices in Canada upon application)



This is the most sought for motor car that ever bore the Pierce-Arrow name—THE ENCLOSED DRIVE LIMOUSINE. Instantly convertible from a chauffeur-driven limousine to an owner-driven seven-passenger sedan

ARROW

PIERCE

The Bearing Fitter—a craftsman of consummate skill—patiently shaping, truing and testing the silvery faces of the bearings in the Pierce-Arrow Dual-Valve Engine—epitomizes the painstaking care to which the Pierce-Arrow organization is dedicated.

That such bearings function often through as many as one hundred and twenty thousand miles of service—obscure, uncomplaining, unthought-of—is ample assurance of the worth of careful building.

Pierce-Arrow builds to these high standards with one

objective alone: to provide a higher order of motor car service—in mechanical dependability—in riding comfort—and in physical beauty; to insure the satisfaction of uninterrupted daily service.

Distributors of Pierce-Arrow Motor Cars are now exhibiting some advanced interpretations in both open and closed models. The Pierce-Arrow French Landau—seven-passenger—and Runabout are illustrated below.

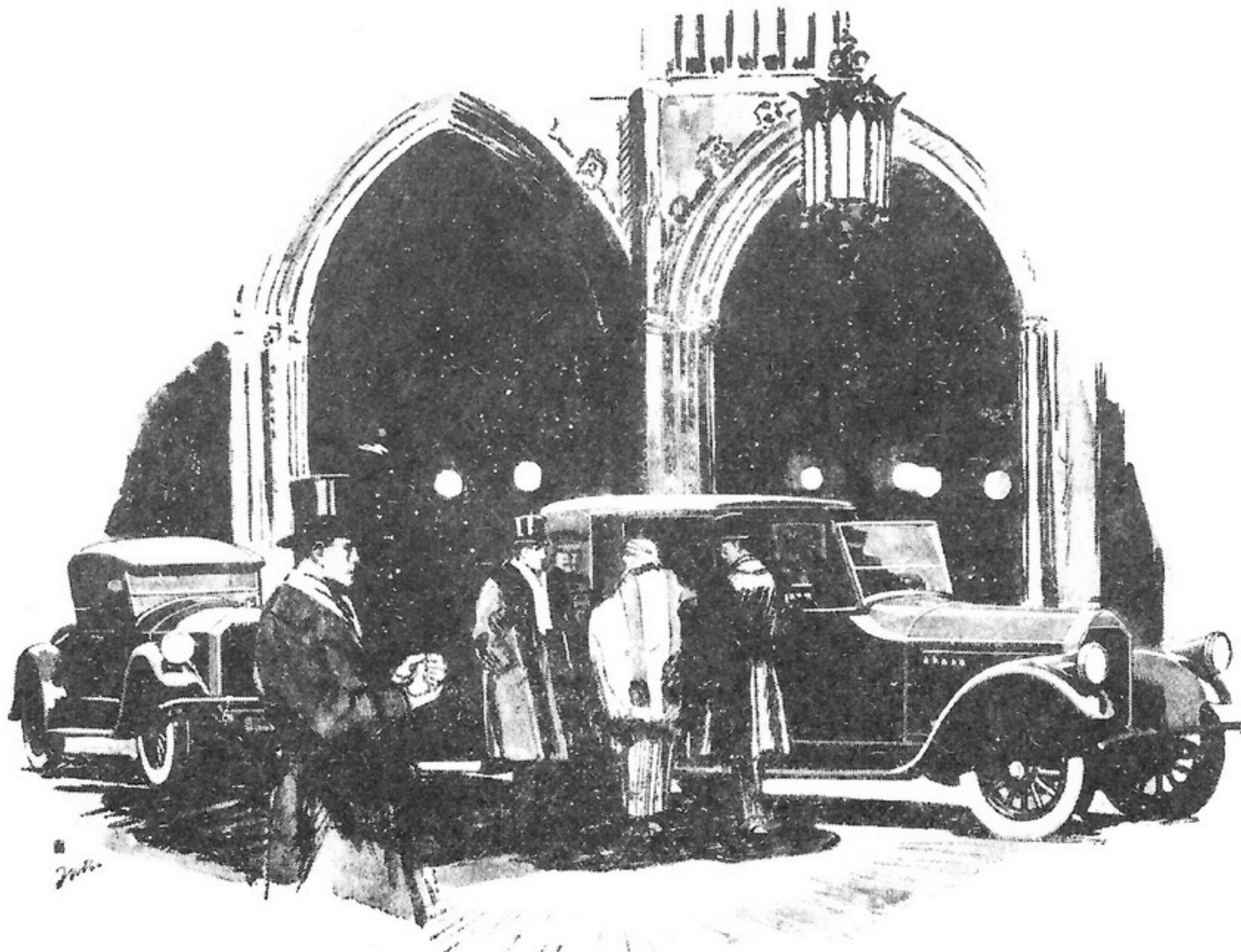
Any Pierce-Arrow dealer will deem it a pleasure to demonstrate these modern Pierce-Arrow creations.

THE PIERCE-ARROW MOTOR CAR COMPANY · BUFFALO, NEW YORK

Open Cars \$5250 • Closed Cars \$7000

At Buffalo—War tax additional. Prices in Canada upon application

ARROW



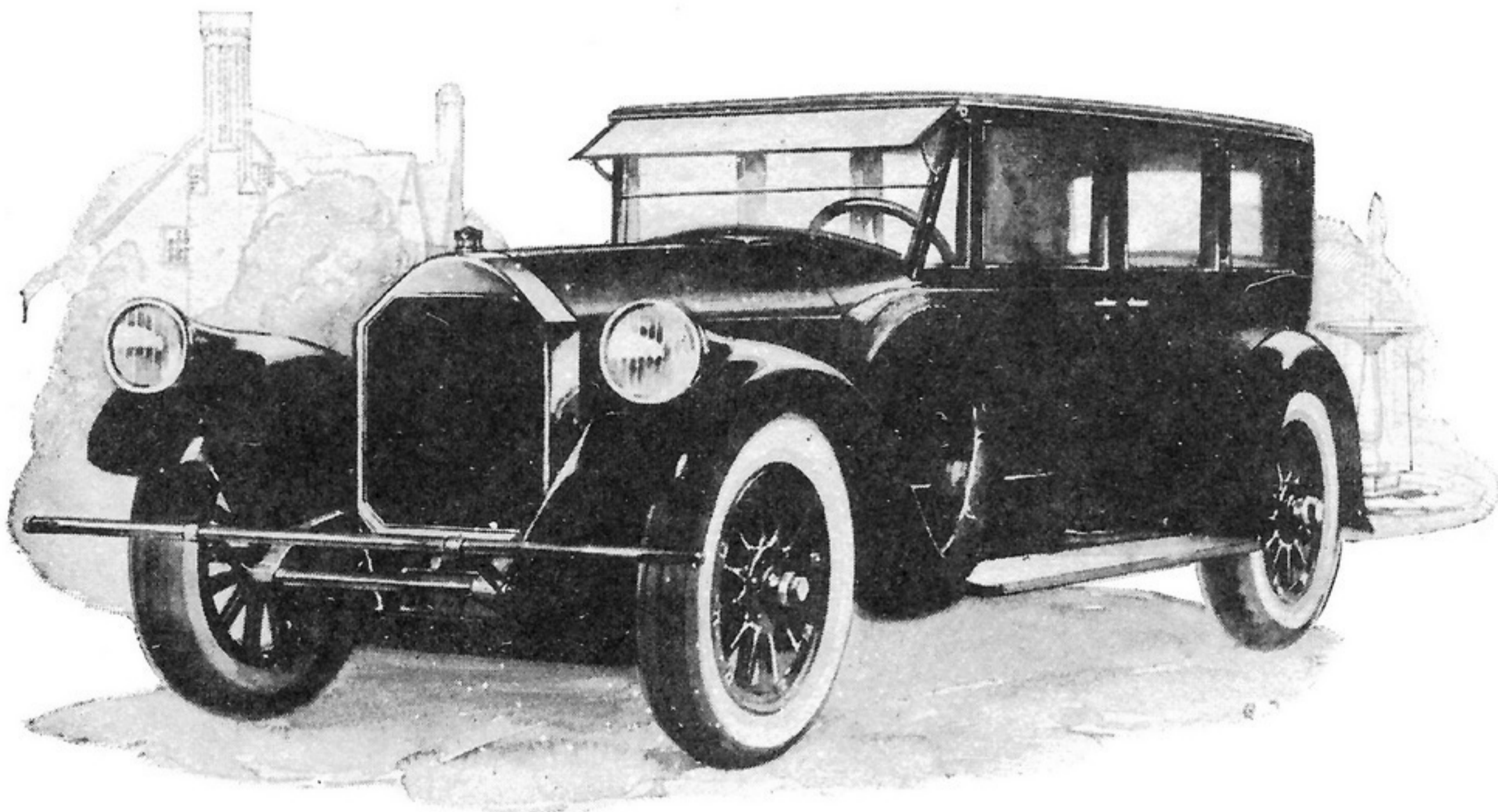
PIERCE- ARROW

Those who live their lives against a background of pleasant things, gracefully done, select the Pierce-Arrow Dual-Valve Six not alone for the quality of service which it renders, but also for the distinction with which it renders that service. It is obvious that such a car cannot be built except by a group of rarely skilled craftsmen, producing only a limited number of cars.

THE PIERCE-ARROW MOTOR CAR COMPANY BUILDS TWO TYPES OF MOTOR CARS,
THE DUAL-VALVE SIX IN THIRTEEN BODY STYLES, AT \$5,250 AND UPWARD; THE SERIES 80
IN SEVEN BODY STYLES, AT \$2,895 AND UPWARD

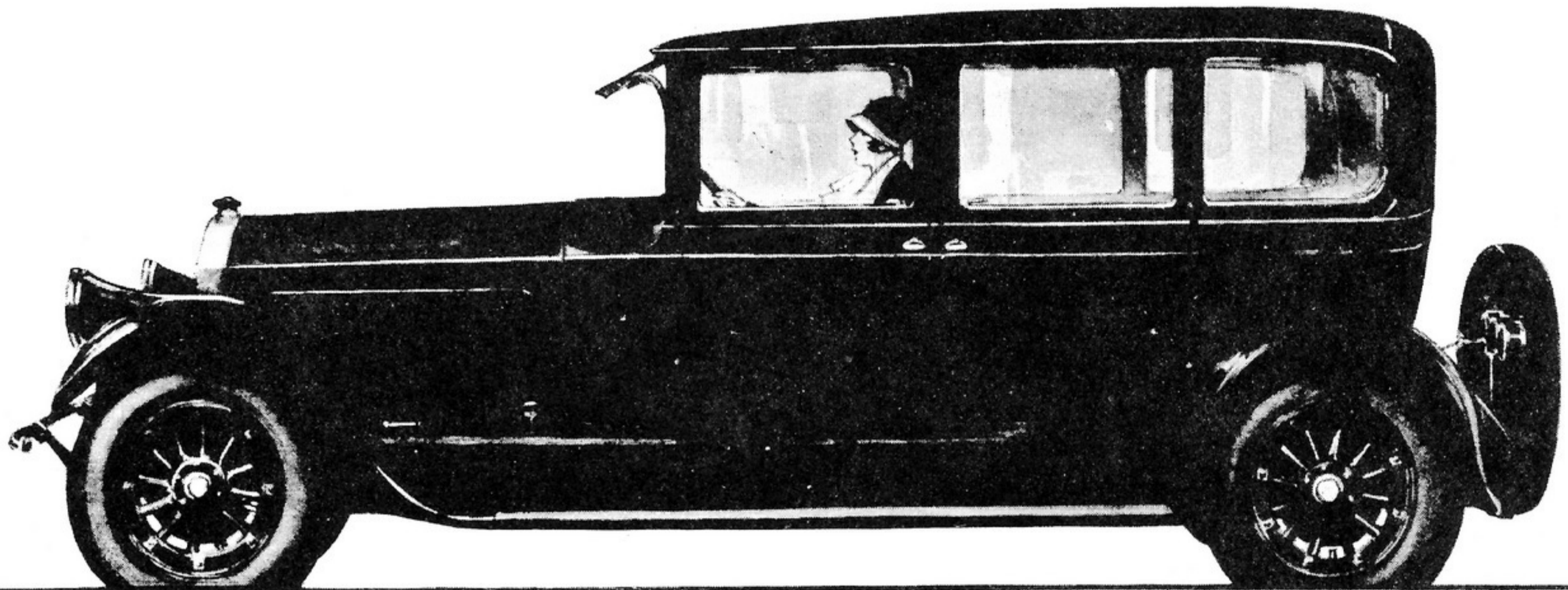
DUAL-VALVE SIX

Open cars \$5,250 Closed cars, \$7,000 at Buffalo



The Pierce-Arrow Dual-Valve Seven-Passenger Enclosed Drive Limousine built for A. Watson Armour, Esq. Mr. Armour chose for this car a Brewster green finish, with gray striping on body and hood. The belt is of black, the wheels gray with green striping. The upholstery in taupe affords an effective contrast.

Everywhere they wanted the PIERCE-ARROW Series 80



FROM Cape Cod to Catalina, from Banff to Havana, the same query came to us

"In addition to the Dual-Valve Six, why don't you build a Pierce-Arrow more modest in size and in price?"

Now that car is obtainable. After more than two years of development, of designing and redesigning, of building and rebuilding, the Pierce-Arrow *Series 80* is an actuality.

Back of this new car is the ripe experience of twenty-three years of fine car designing and building. Needless to say, the Pierce-Arrow *Series 80* is worthy of the name it bears. It is Pierce-Arrow in engineering, in appearance and in performance.

Men who have owned and driven many good cars agree with us that the Pierce-Arrow *Series 80* displays a new measure of

ease in acceleration, handling in traffic, speed, hill climbing and quick, safe stopping. Economy in operation and maintenance are additional reasons for the remarkable enthusiasm which has greeted this new Pierce-Arrow.

These results are due, we believe, to the unusual manner in which the car was developed. After all the laboratory and road

work with experimental models was finished, a fleet of the new cars was put through the regular factory production cycle. Then these *manufactured* cars were sent to every corner of the United States. For months they were used and abused, day and night, in sand, mud, snow—on rutted mountain trails, desert wastes—everywhere that cars could be tested.

And through that terrific punishment of *stock cars*, the Pierce-Arrow *Series 80* of today was developed.

The universal welcome which the new Pierce-Arrow received may soon make it difficult to secure immediate deliveries. Our dealer in your city has the car on display now and will arrange a thorough demonstration for you.

Series 80 7-Passenger Touring Car

\$2,895

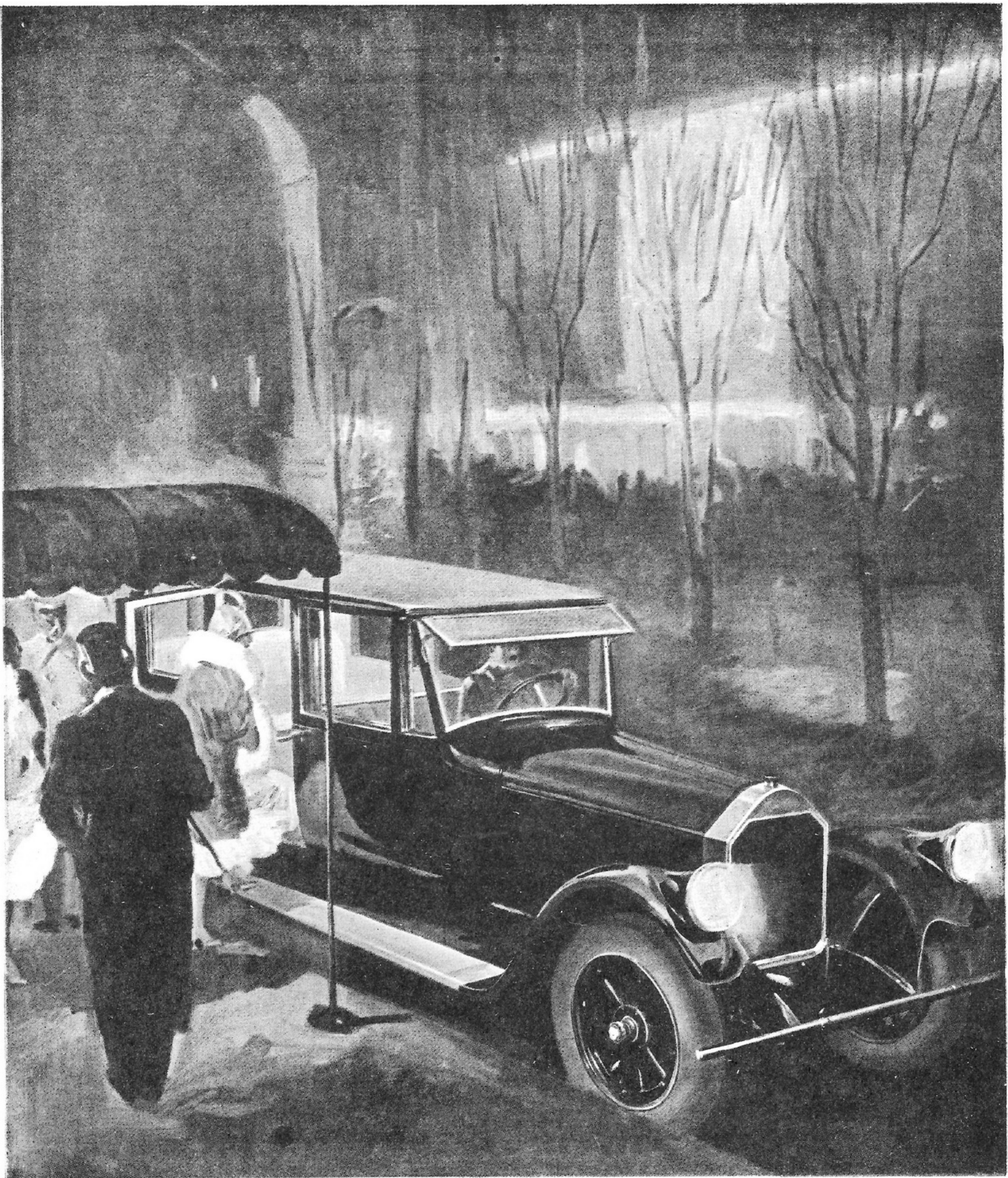
5-Passenger Sedan, \$3,895; at Buffalo
Government Tax Additional

STANDARD EQUIPMENT . . . Balloon Tires,
Pierce-Arrow Four-Wheel Safety Brakes

Pierce-Arrow Products include passenger cars of two types; the
Pierce-Arrow Dual-Valve Six and the Pierce-Arrow Series 80...
Pierce-Arrow Motor Busses... Pierce-Arrow Heavy Duty Motor Trucks

A catalog describing the Pierce-Arrow Series 80 may be obtained from our local dealer or by addressing us

THE PIERCE-ARROW MOTOR CAR COMPANY, Buffalo, N. Y.

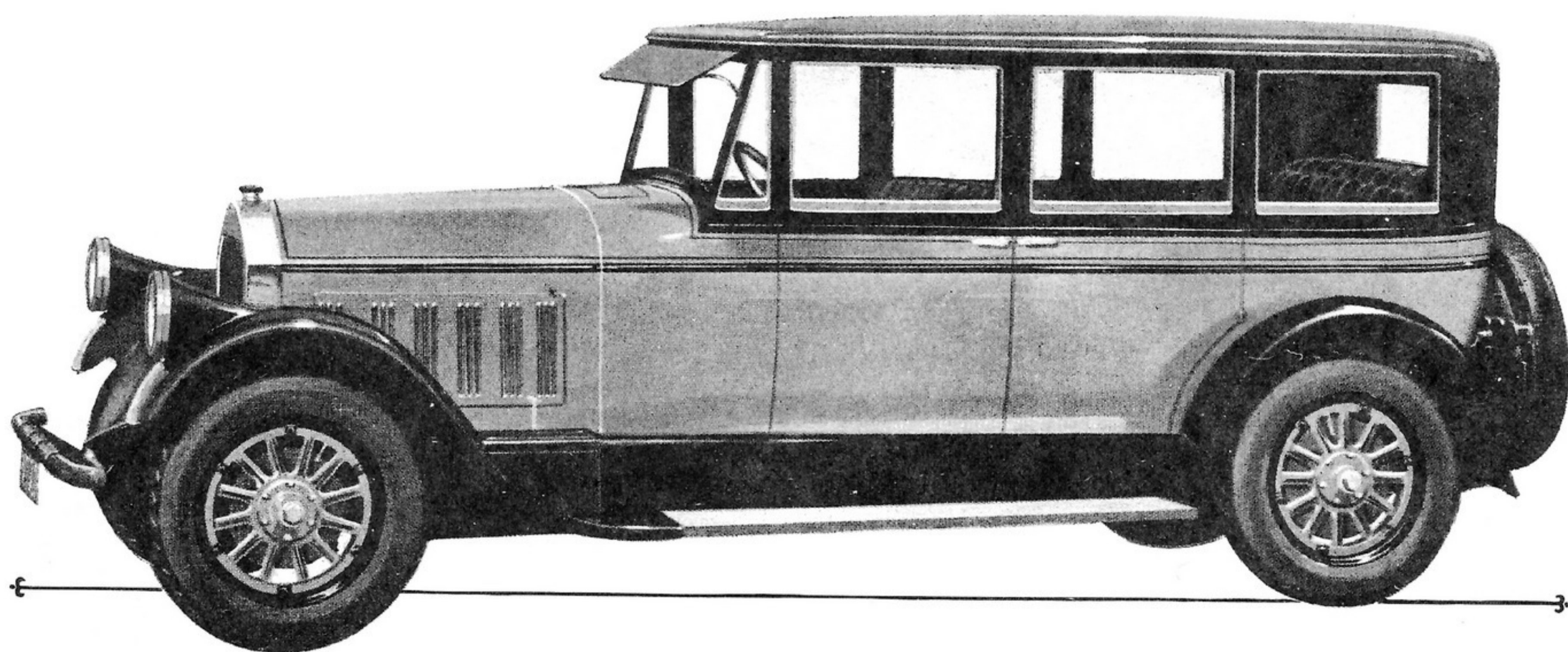


PIERCE - ARROW

Dual-Valve Six

Open Cars \$5250, Closed Cars \$7000, at Buffalo
Government Tax Additional

A NEW DUAL VALVE SIX SERIES 36 PIERCE ARROW



"Here, I believe, is the finest of all motor cars. This unreserved statement is made with profound respect for Pierce-Arrow's esteemed contemporaries and with full cognizance of Pierce-Arrow's past achievements. All the pleasure, comfort, economy, safety and pride of ownership that money can buy are embodied in this new car. Pierce-Arrow dealers are offering demonstrations" ... MYRON E. FORBES, President

A NEW PRICE

Oct. 1926

New in its every aspect .. *Strikingly* NEW!

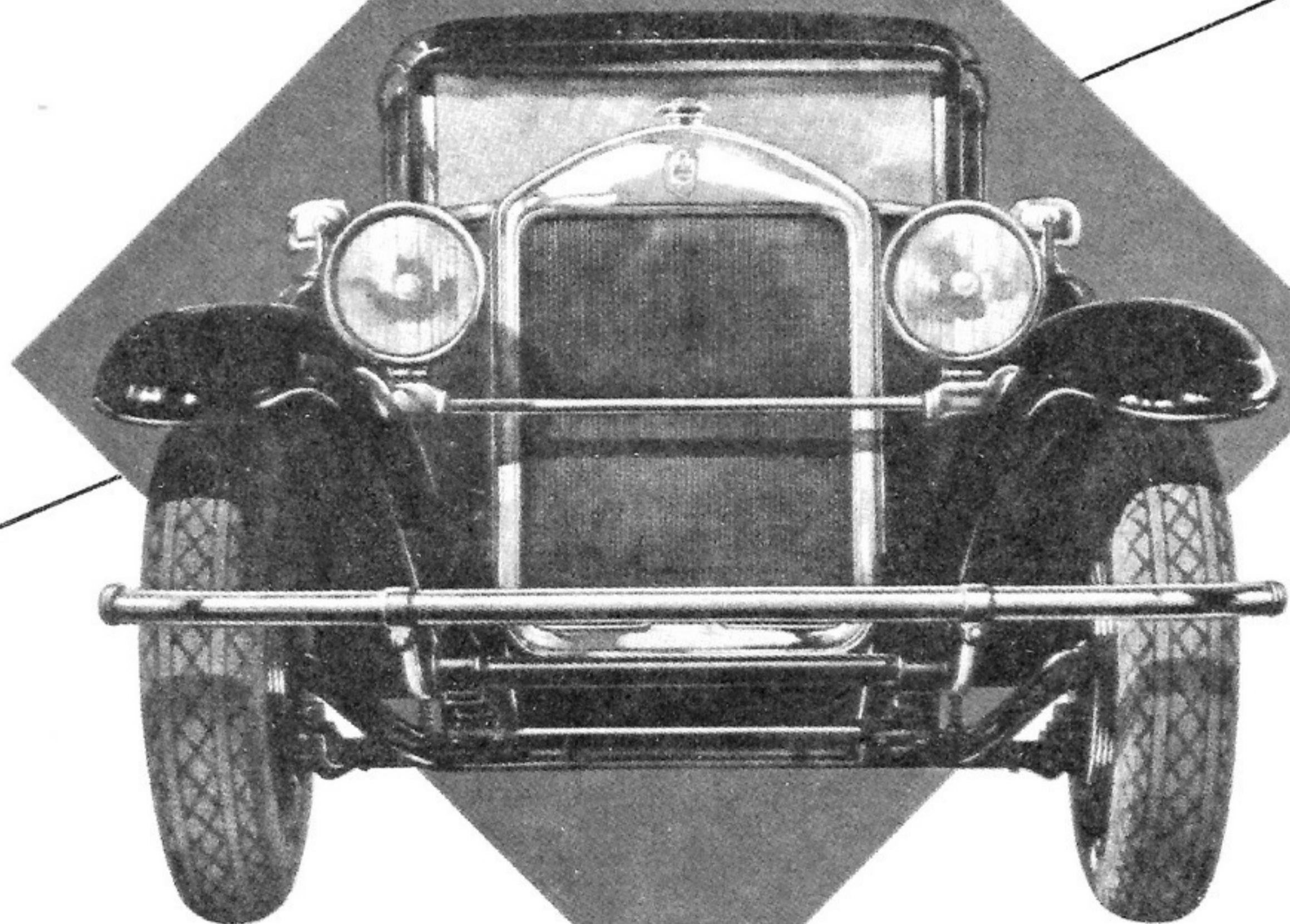
THIS is the most momentous period in Pierce-Arrow's twenty-six years. It marks the arrival of the Pierce-Arrow 81—a new motor car which strikingly transcends all predecessors—which in beauty and performance incorporates significantly more than even Pierce-Arrow ever before offered.

Its charm and symmetry—its distinctively Continental atmosphere—its spirited lines and poise—render it irresistible to the eye.

Rich in interior appointments, as one naturally expects of a Pierce-Arrow, it will entice the most fastidious... Revolutionary in its responsiveness, it will instantly captivate

the most critical driver... Distinctively Pierce-Arrow, it is an unmistakable social asset. For Pierce-Arrow is and always has been *the* car of fine cars.

The Pierce-Arrow 81 is generously roomy and luxuriously comfortable. It is in no sense a small car. THE PIERCE-ARROW MOTOR CAR COMPANY,
Buffalo, N. Y.



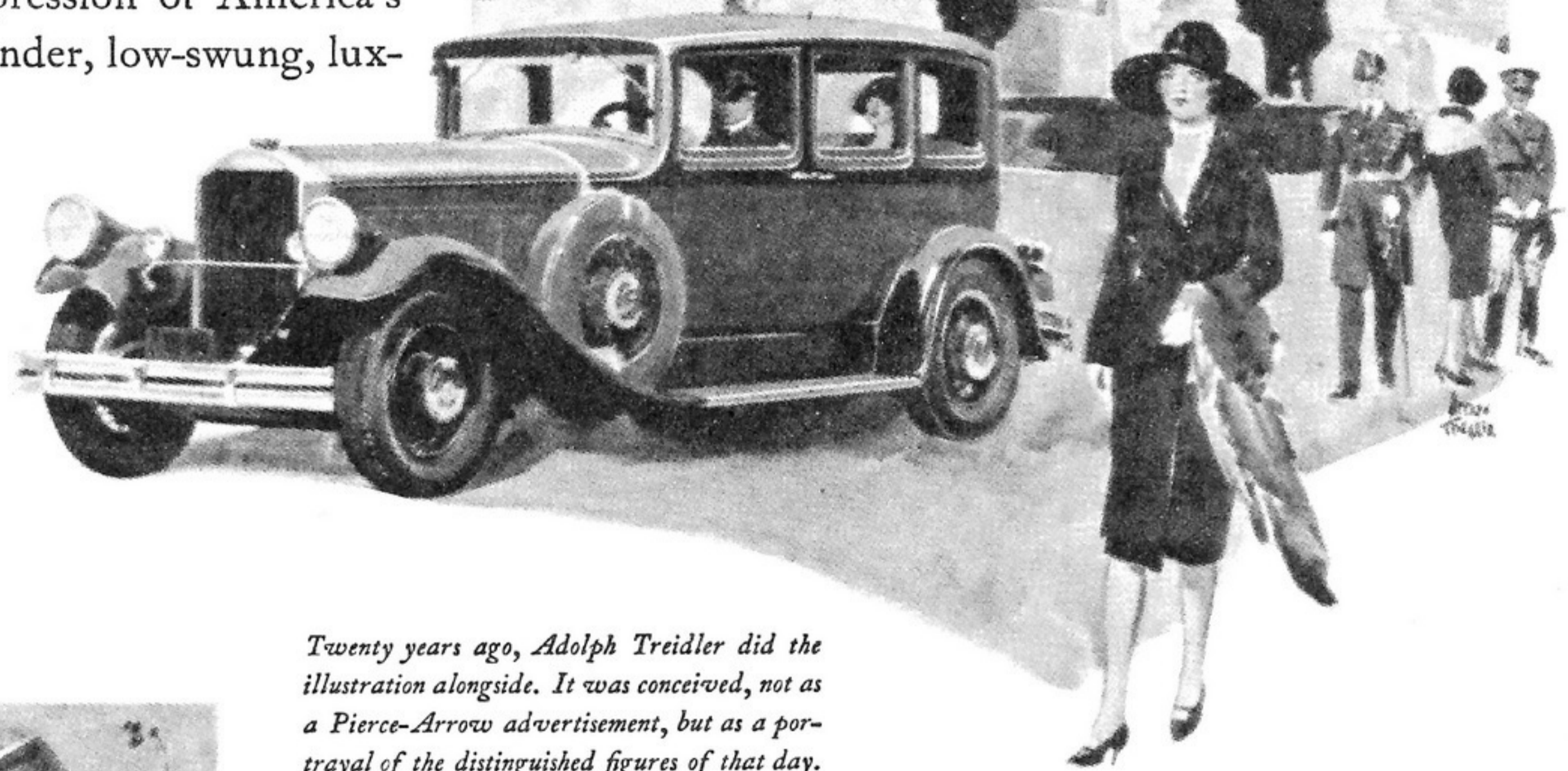
PIERCE-ARROW

1928

This Fine Courtesy *Pierce-Arrow Commands!*

IN almost any motoring circumstance, Pierce-Arrow commands a courtesy seemingly reserved for no other automobile, however fine. Attention that is extra alert, a certain gracious right-of-way . . . even a trifle more humanness on the part of traffic officers . . . are among the unvarying experiences of Pierce-Arrow owners.

All of which is important only as it denotes a universal and never-failing appreciation of that which is genuinely fine. On this single premise is moulded every Pierce-Arrow tradition. Thus, while the new Straight Eight is an ultra-modern expression of America's finest motor car . . . slender, low-swung, luxurious, powerful . . . crisp and modish as something fresh from Paris . . . it is, beyond all, a *Pierce-Arrow*.



Twenty years ago, Adolph Treidler did the illustration alongside. It was conceived, not as a Pierce-Arrow advertisement, but as a portrayal of the distinguished figures of that day. And, save for changing fashions, the same subject serves equal purpose today — with the aid of Pierce-Arrow and Mr. Treidler, as above.

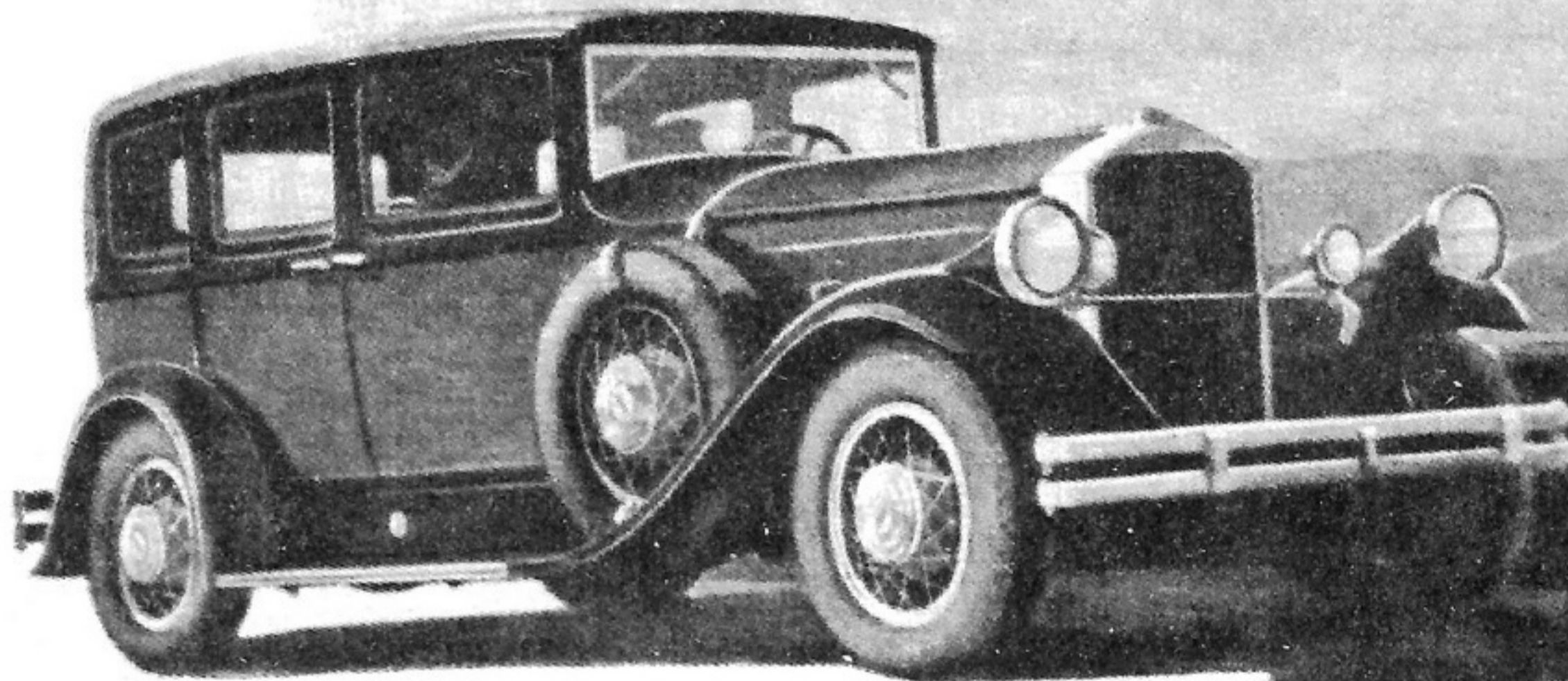


Pierce-Arrow prices are from \$2775 to \$8200, at Buffalo. In the purchase of a car from income, the average allowance usually more than covers the initial Pierce-Arrow payment.

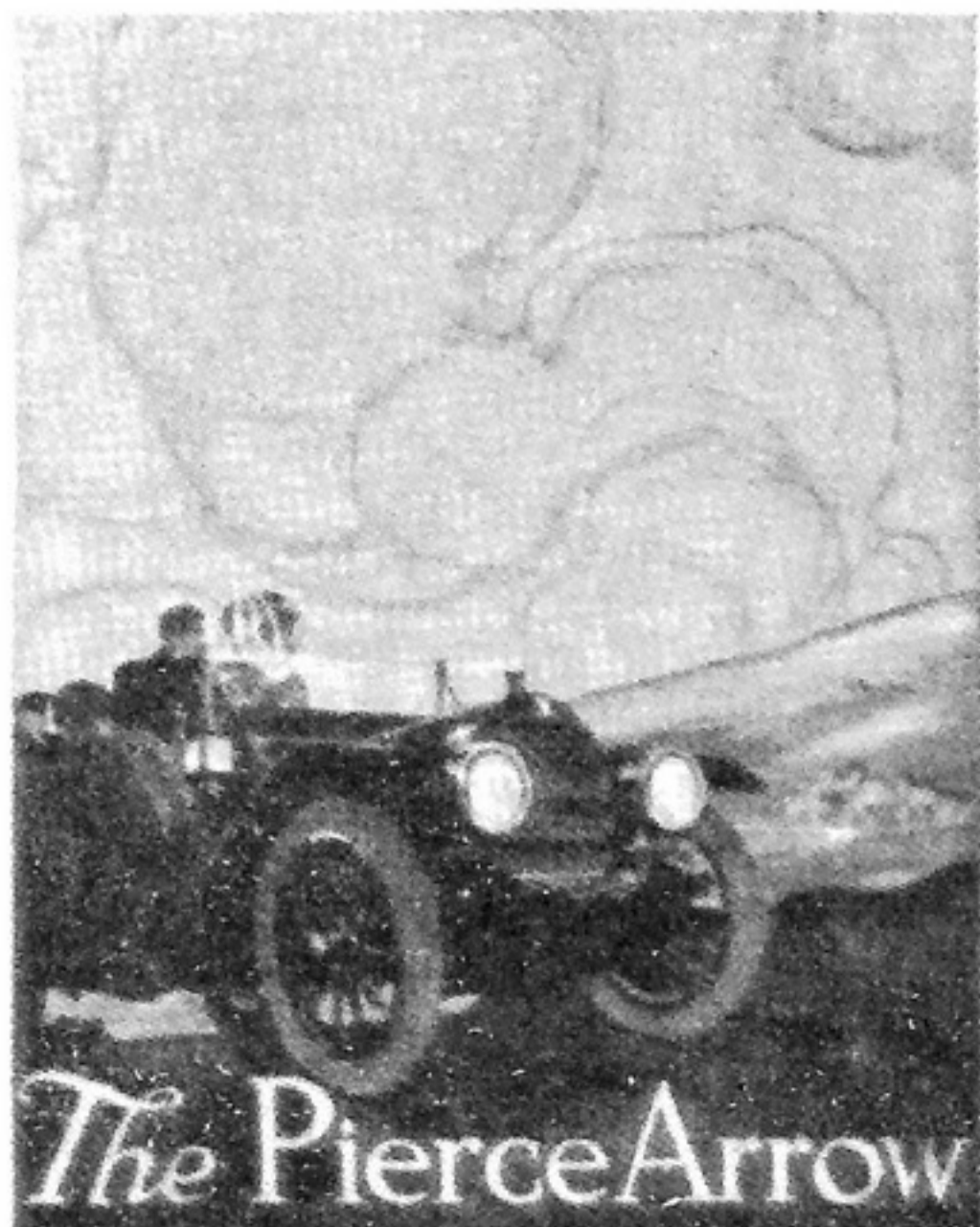
PIERCE-ARROW

When Pierce-Arrow endorses *111*

*the last word is said
where fine car improvements
are concerned*



The Pierce-Arrow portrait above is a modern-day version of the one below, painted twenty-one years earlier. Time changes the lines but never the eminence of America's finest motor car.



BECAUSE Pierce-Arrow has ever been free from the necessity of finding new features as sales stimulants . . . and for the reason that no features were ever so important as the entity of *America's finest motor car* . . . the Pierce-Arrow endorsement of an engineering device is the most coveted in all motordom.

Protracted and intense observation, and tests which only great worth may survive, must precede any approval by Pierce-Arrow engineers. Even then, extended service-periods must ensue before the endorsement is made public.

The new Pierce-Arrow transmission is a case in point. It was present in

Pierce-Arrow for months before it was officially announced. It had to prove that it would insure clashless gear-shifting at *any* speed—that the *intermediate* gear would yield an easy 60 miles an hour, and *quietly*—before being finally presented to Pierce-Arrow owners.

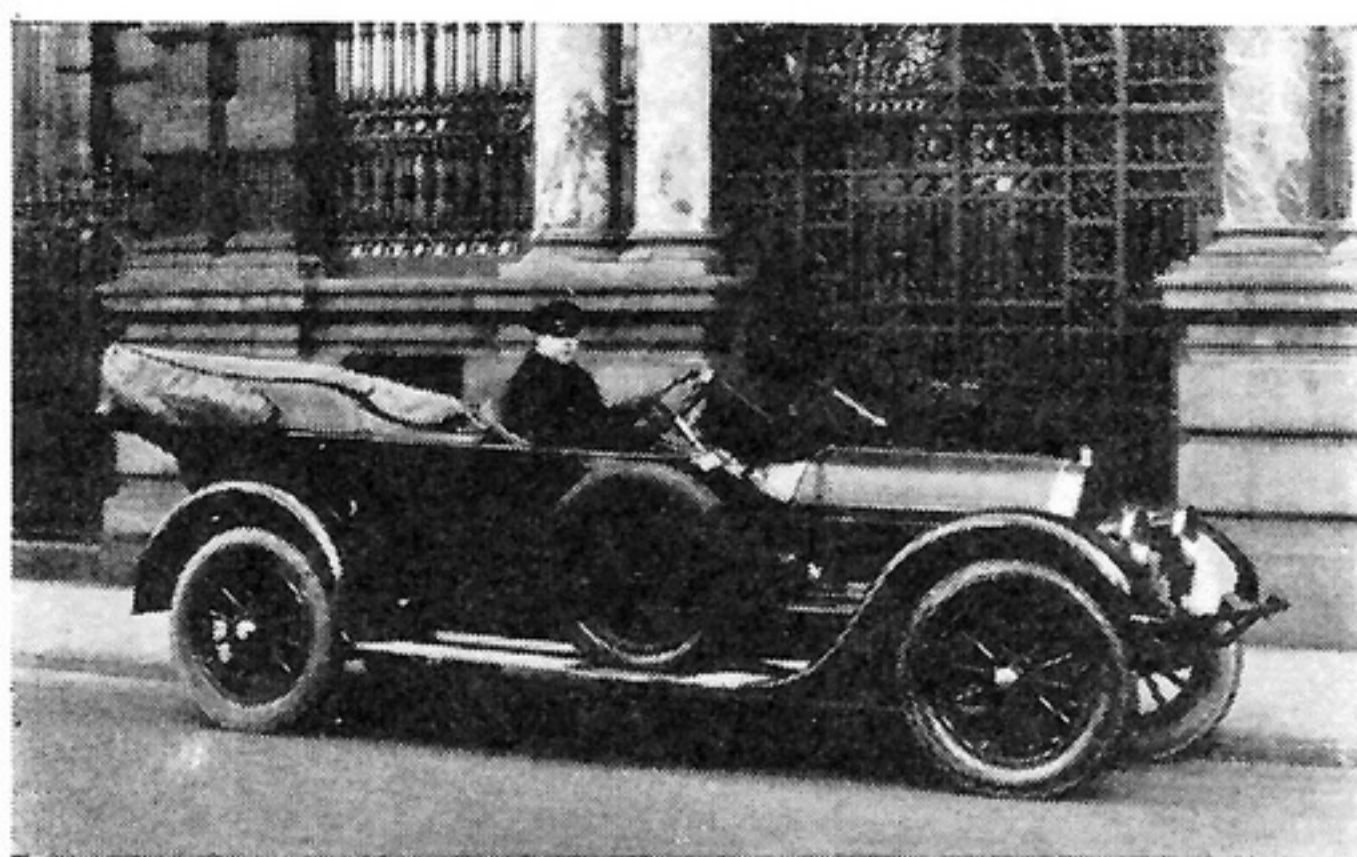
The three groups which comprise the new Pierce-Arrow line are as appealing to the eye as to the keenest mechanical sense. All are slender, low-swung, and exceedingly fine in finish and in appointment. Each is a true patrician of its type.

And so Pierce-Arrow again easily commands nation-wide preference among fine cars.

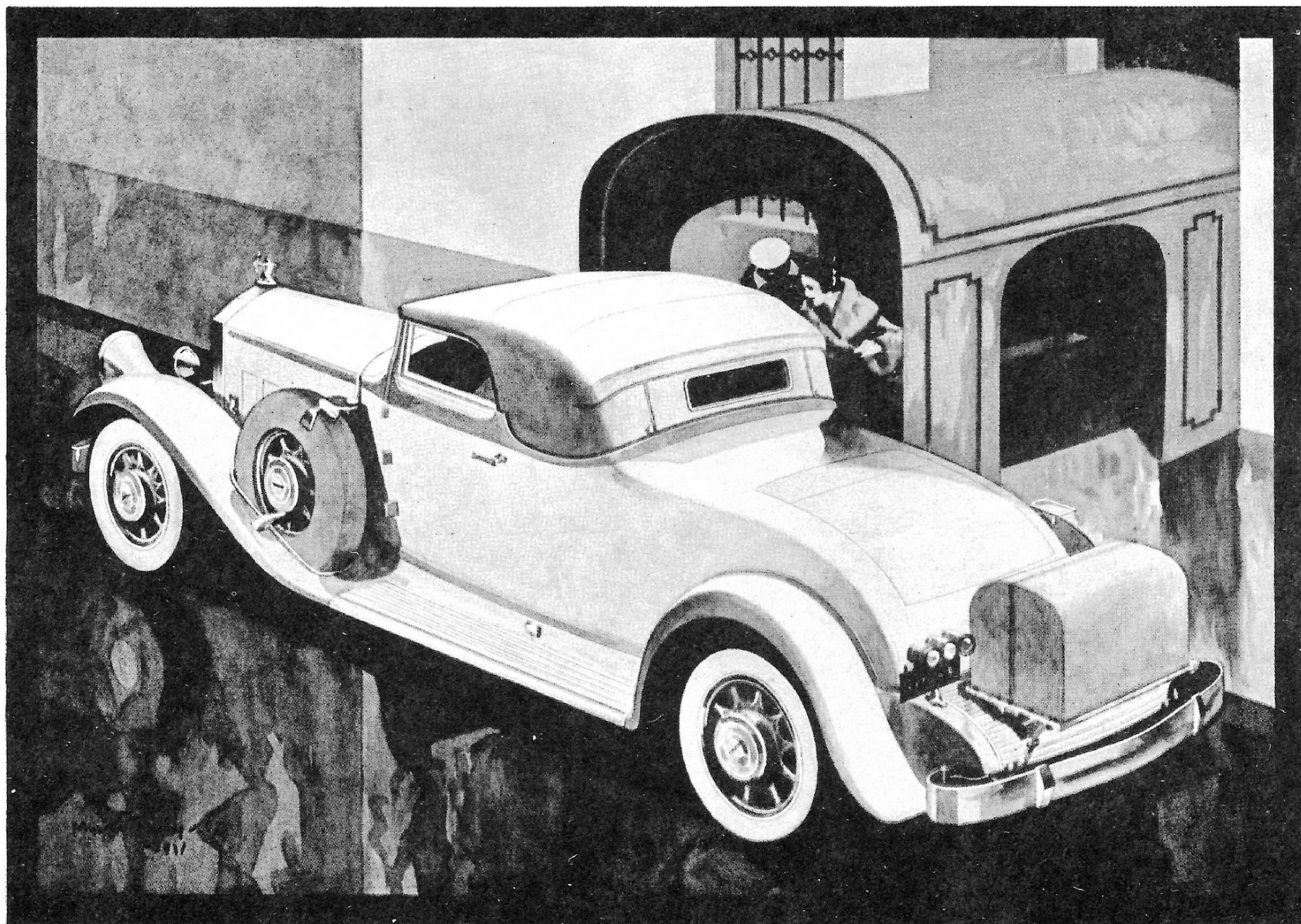
In the purchase of a car from income, the average allowance on a good used car usually more than covers the initial Pierce-Arrow payment

PIERCE-ARROW

THREE NEW GROUPS OF STRAIGHT EIGHTS • 132 TO 144-INCH WHEELBASES • \$2695 TO \$6250 AT BUFFALO
(Custom-built Models up to \$10,000)



M R S T E P H E N B A K E R ,
P R O M I N E N T N E W Y O R K B A N K E R , *purchased the Pierce-Arrow pictured above in 1917.*
It is still one of the most important cars in his service.



Convertible Coupe of the Salon Group . . \$4275 at Buffalo

Against a background of tradition and quality singular to Pierce-Arrow alone among fine cars, Pierce-Arrow presents today's concept of all that can create distinguished motoring . . . Styled and engineered for those influential groups who have approved Pierce-Arrow for 30 years, and whose preference stamps

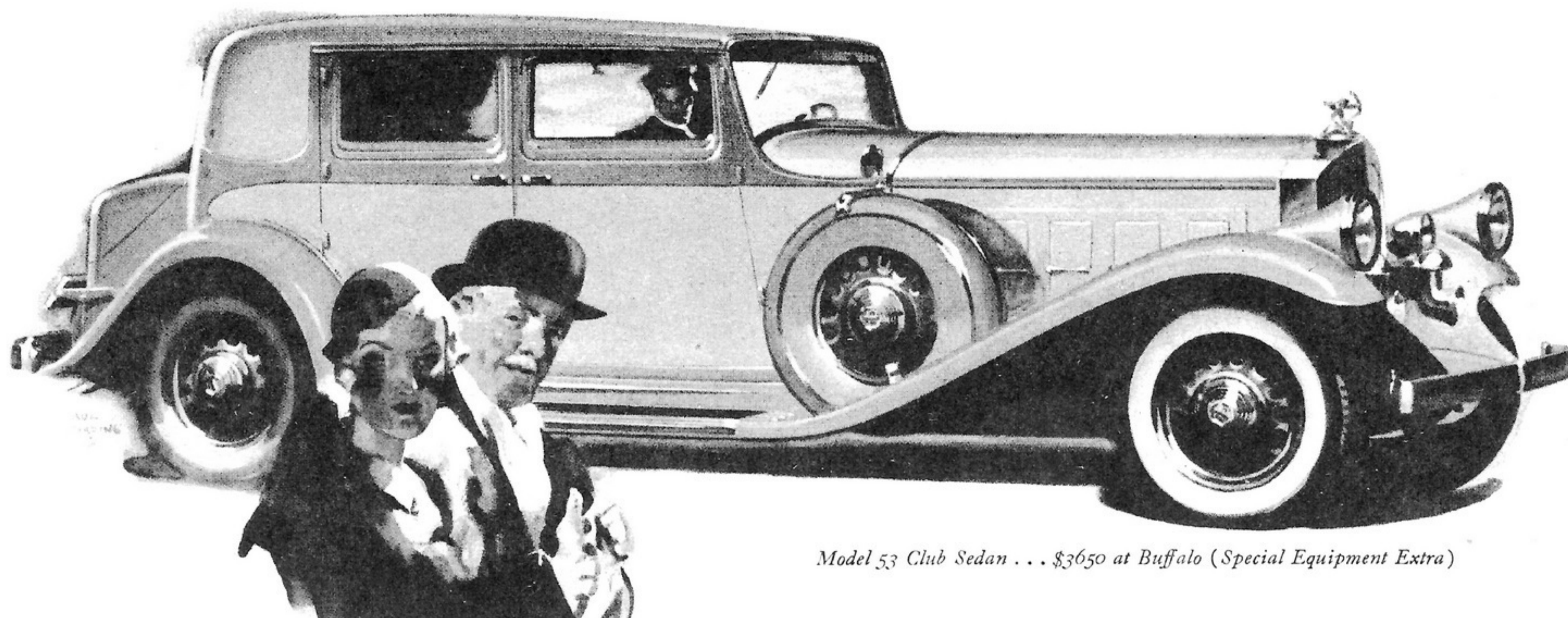
anything as the finest of its kind, the new Pierce-Arrows are done with characteristic finish and finesse . . . Pierce-Arrow confidently looks to these, the finest cars it has ever produced . . . the very pinnacle of fine car values . . . to extend still further the high position with which it has been honored by two generations.

Twenty-nine New Models . . *with Free Wheeling* . . from \$2685 to \$6400 at Buffalo

PIERCE-ARROW
1931

Custom-built Models up to \$10,000)

THE NEW PIERCE-ARROW TWELVES



Model 53 Club Sedan . . . \$3650 at Buffalo (Special Equipment Extra)



THE lower picture, first published by Pierce-Arrow in 1908, portrays a car which sold for \$7100—the very finest automobile of that day . . . The illustration above shows one of today's new Pierce-Arrow Twelves—the greatest fine car value of the present searching and sophisticated hour.

THE NEW TWELVES are priced, at Buffalo, from

\$3295

Another Page in Fine Car History

IN the first few moments of demonstration, any model of the New Twelve line registers as a brilliant example of engineering discovery and creation.

No other fine cars are like or even comparable . . . none has so completely harnessed and controlled the amazing power of twelve cylinders . . . or made this power so obedient to every wish and whim of silent, luxurious motoring.

The New Twelves are endowed, as well, with the enviable social preferment that is ever Pierce-Arrow's own.

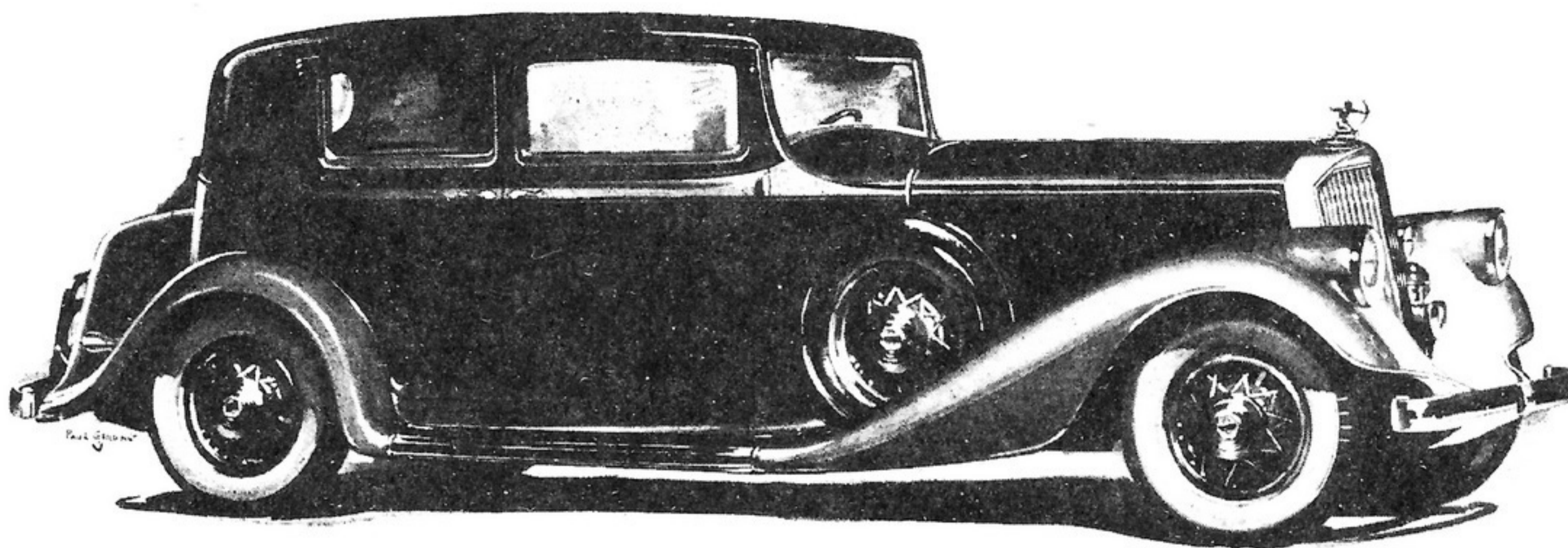
In brief, Pierce-Arrow gives timely and characteristic expression to the twelve-cylinder type of fine car . . . offers economic warrant for its present purchase . . . and again supremely justifies the faith of two generations of well-bred Americans.

THE NEW TWELVES ARE IN TWO GROUPS:
142" to 147" wheelbase . . . 150 horsepower . . . \$3995 to \$4500
137" to 142" wheelbase . . . 140 horsepower . . . \$3295 to \$4050

THE NEW EIGHTS ARE PRICED FROM \$2495
137" to 142" wheelbase . . . 125 horsepower

All prices f.o.b. Buffalo

1932



*Pierce-Arrow Eight Club Sedan, \$2695 at the factory.
Special equipment extra.*

EIGHT AND TWELVE CYLINDER ENGINES . . . AUTOMATIC POWER BRAKES . . . HIGH POWER PERFORMANCE

AN EXTRAORDINARY ANNOUNCEMENT

by The Pierce-Arrow Motor Car Company

Founded at Buffalo, N.Y. in 1901

IN today's line, Pierce-Arrow has brilliantly surpassed its own finest traditions . . . with a new product, and a new set of values, as yet unapproached in all the markets of the world.

NEW PIERCE-ARROW PRICES

adjusted to meet existing economic conditions

Quality of material, engineering and performance maintained at Pierce-Arrow Standards

TODAY'S NEW EIGHTS

*Models No. 836 . . . 135 Horsepower . . . 136" & 139" Wheelbase
61-inch Tread . . . 366 c. i. d. . . . Automatic Power Brakes*

Club Brougham, 5 Passenger, Trunk on rear . . .	\$2385
Sedan, 5 Passenger	2575
Club Sedan, 5 Passenger	2695
Sedan, 7 Passenger	2850
Enclosed Drive Limousine, 7 Passenger	2975

TODAY'S NEW TWELVES

*Models No. 1236 . . . 160 Horsepower . . . 136" & 139" Wheelbase
61-inch Tread . . . 429 c. i. d. . . . Automatic Power Brakes*

Club Brougham, 5 Passenger, Trunk on rear . . .	\$2785
Sedan, 5 Passenger	2975
Club Sedan, 5 Passenger	3095
Sedan, 7 Passenger	3250
Enclosed Drive Limousine, 7 Passenger	3375

All prices f. o. b. Buffalo . . . freight, tax and special equipment extra

Payment-from-income plan, with unusually attractive terms, if desired

The above models are available, also, in the Pierce-Arrow Salon groups, with special de Luxe appointments. In addition, there are the Custom creations, with 175 horsepower and 142- and 147-inch wheelbases, each a rare expression of Pierce-Arrow character and fineness.

PIERCE- ARROW

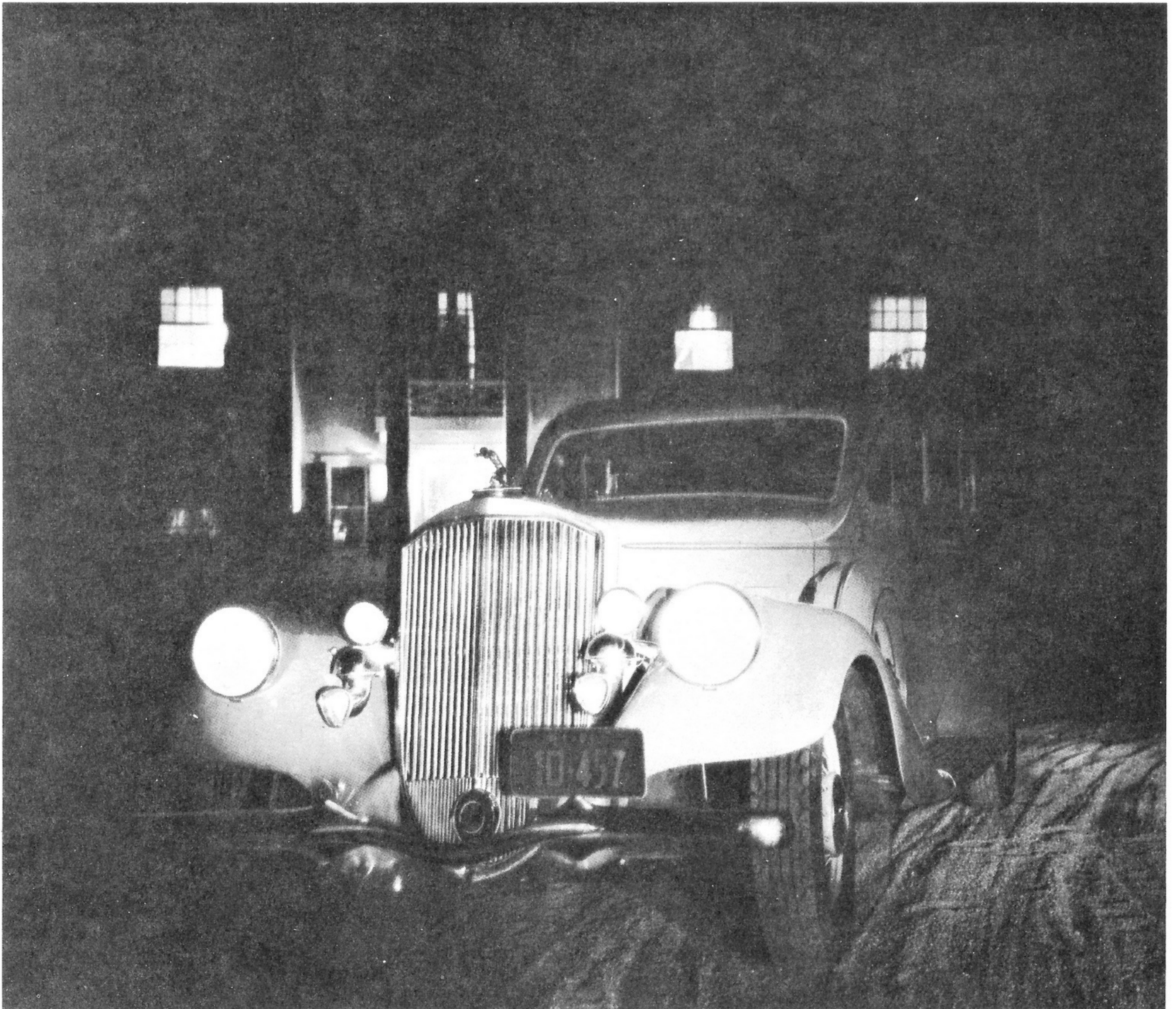
1933

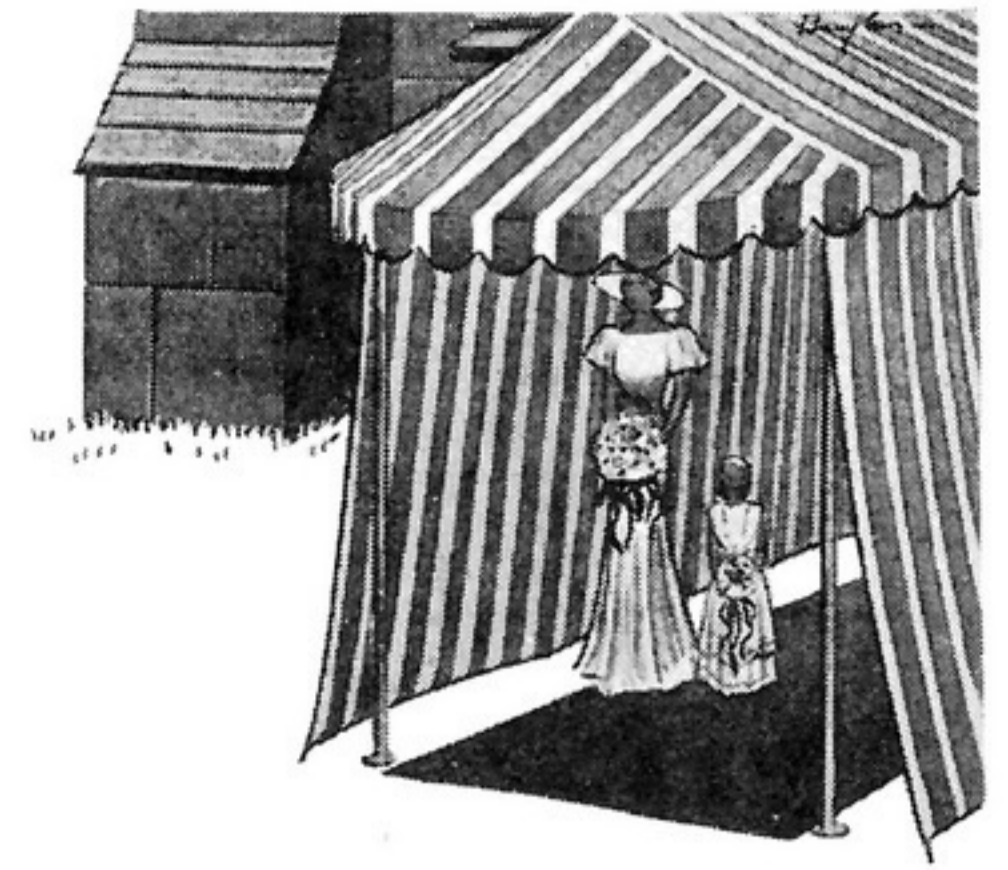
The vintage of 1934

THE GREATEST YEAR IN THE HISTORY OF

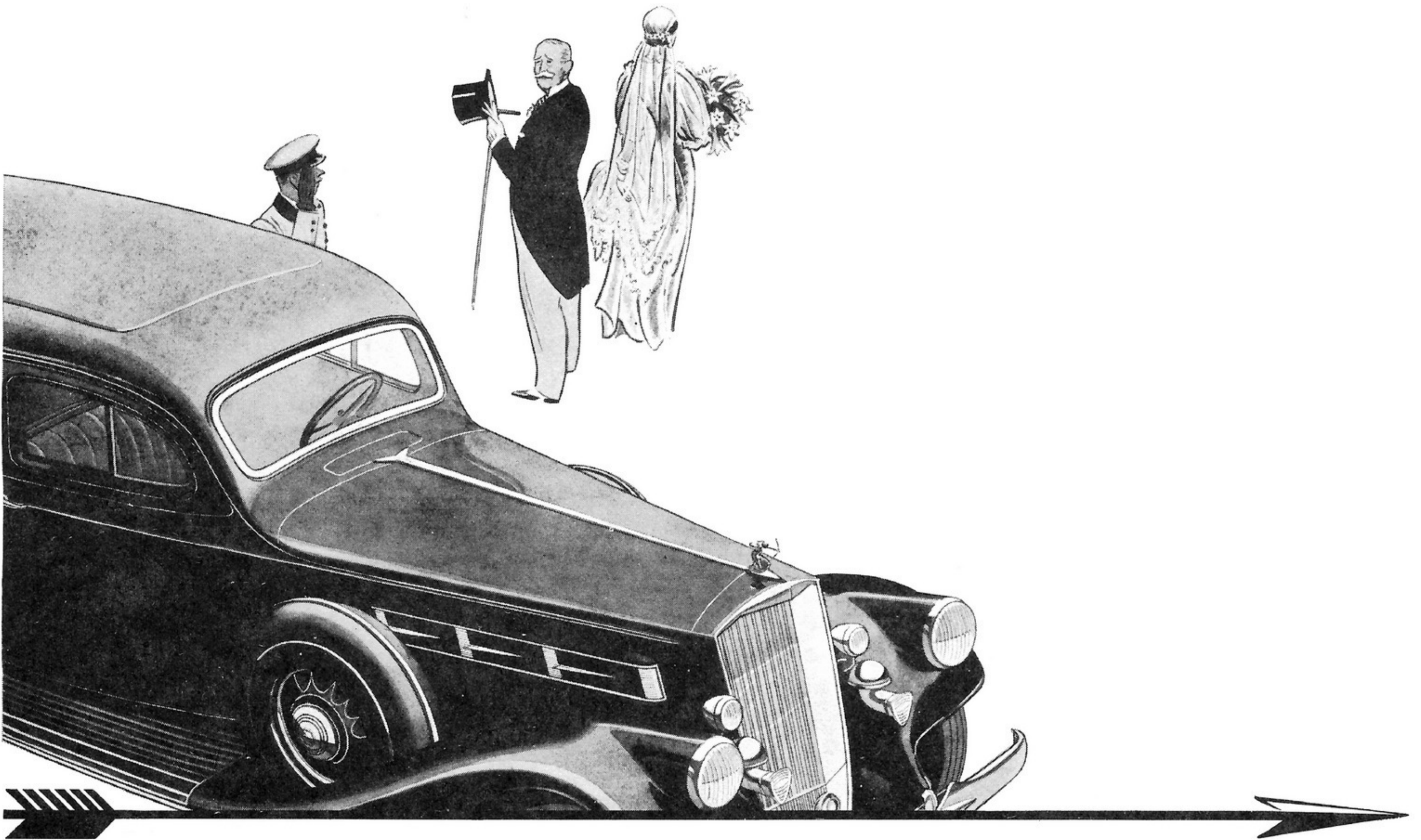
PIERCE  ARROW

LIKE fine wine . . . a fine car should be tried. The only way to form an opinion of the new Pierce-Arrow is by actual trial, yourself at the wheel. Then you will know the fleetness, the easy riding, the smooth handling, the responsiveness . . . amazing even to those long accustomed to Pierce-Arrow.





AMERICA'S
FINEST MOTOR CAR
for
America's Finest
Families

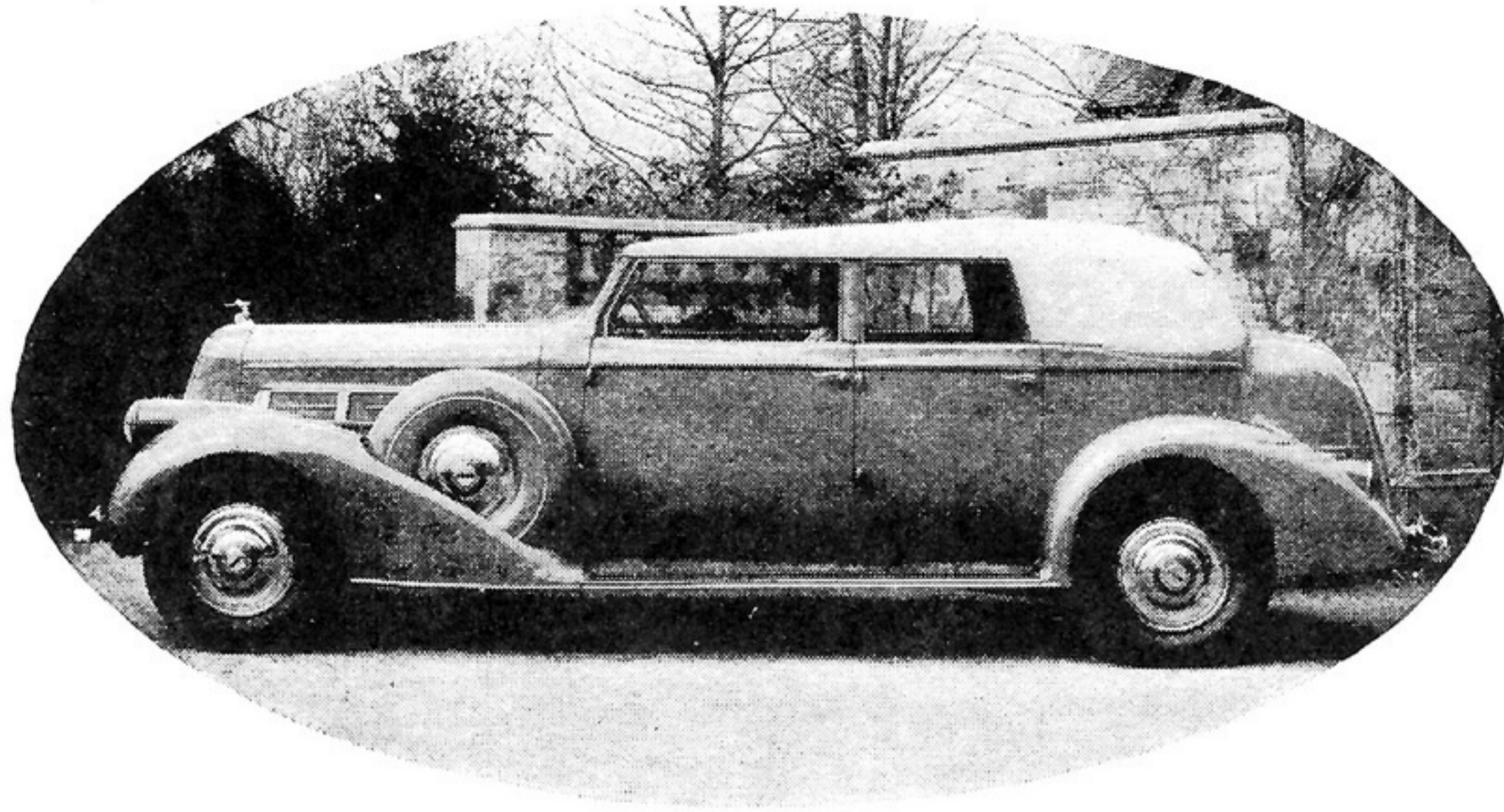


GENERATION AFTER GENERATION

AN INSTINCT for the better things in life seems to be a heritage in some families.

It finds expression in a number of ways . . . the clothes they wear . . . the paintings they own . . . the books they read . . . and the cars they buy. There is nothing strange about the fact that these people instinctively choose Pierce-Arrow cars.

PIERCE ARROW
Fortune June 1935



For American Thoroughbreds

Equally at home in the saddle, at the controls of a plane, or on the deck of a racing yacht . . . smart in their outlook on life . . . filled with the joy of living . . . having both unerring good taste and faultless judgment. Such are American thoroughbreds . . . young and old . . . men and women.

For them, Pierce-Arrow is *the* car.

Ready at a moment's notice for a three thousand mile journey or a thirty mile jaunt, it is built for the comparative few who appreciate and want the finest in all things.

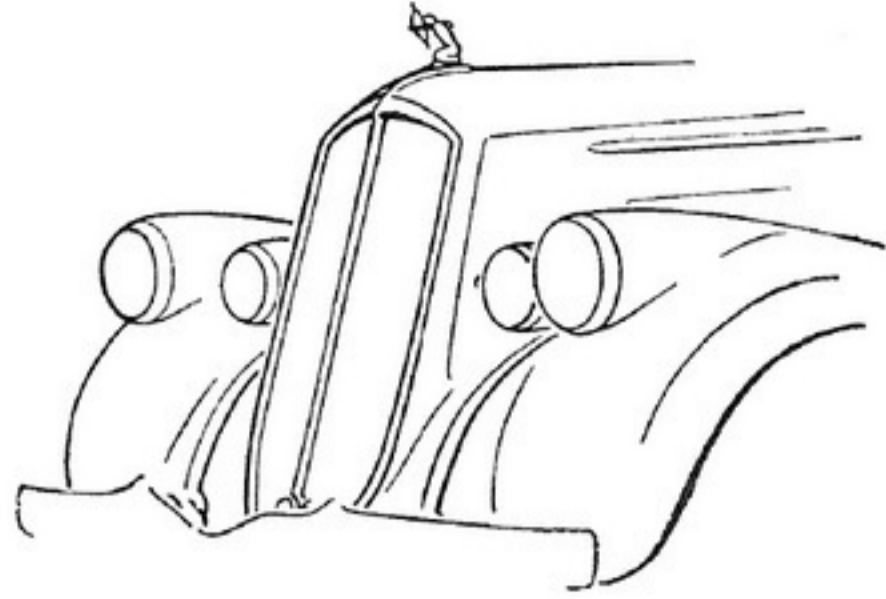
For it, too, is a thoroughbred. Built to last for a quarter of a million miles and more . . . and it will be just as much the thoroughbred over the last mile as the first.

Here is the last word in motoring . . . exemplified in a car that always has been the last word in motors since the first Pierce-Arrow was built thirty-six years ago. Pierce-Arrow always will be the final word in superlative motoring.

The Engineers who design it and the Master Craftsmen who build it are thinking years ahead. That is why the Pierce-Arrow of today . . . this perfect car . . . has all the points and all the features that will be considered necessary and desirable in all cars . . . some years hence. Only Pierce-Arrow has them all today.

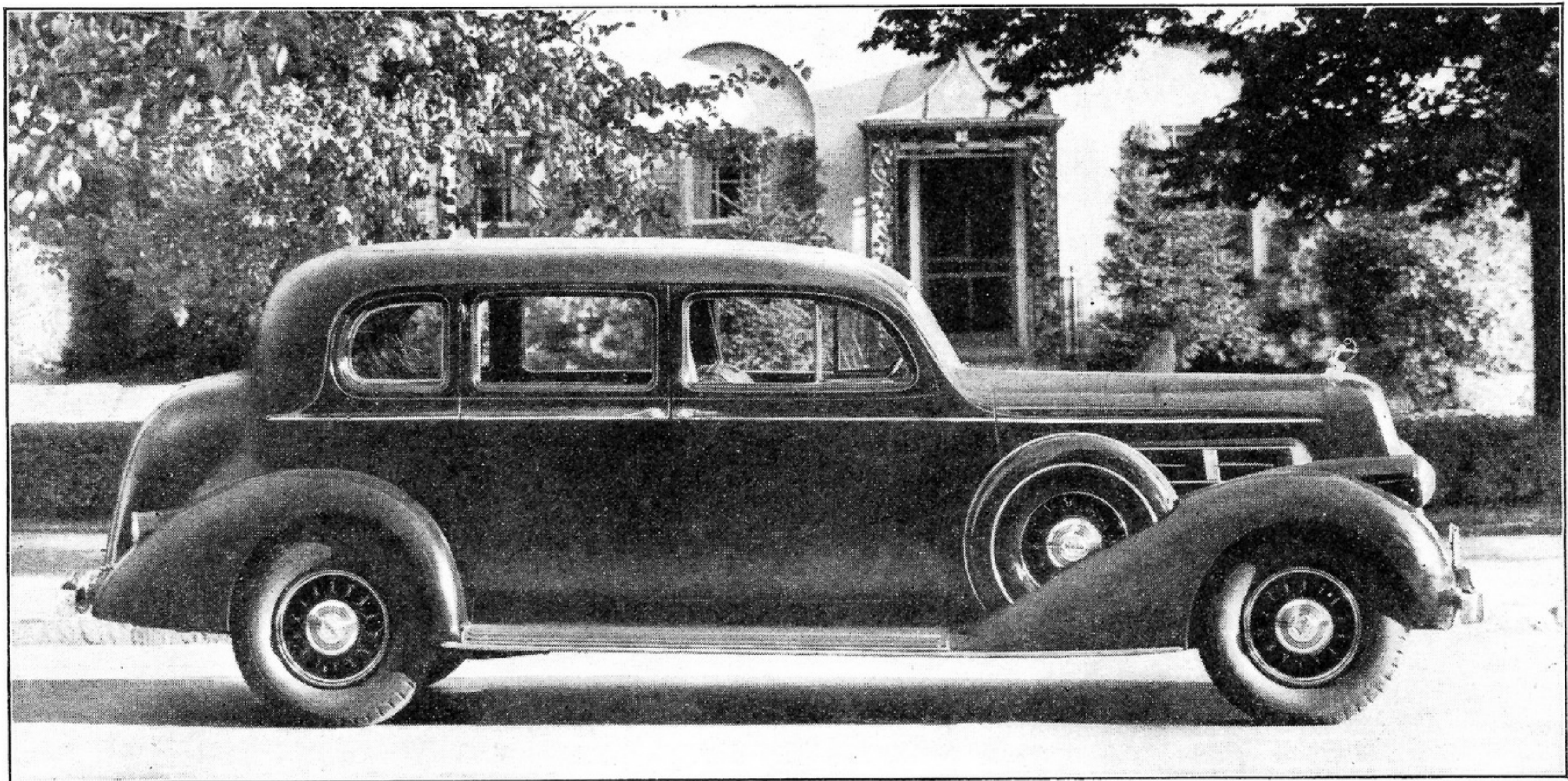
PIERCE-ARROW

"The ONE Great Name that Identifies Fine Cars Exclusively"



Do you think that all cars have grown alike?

THEN SEE THIS GREATEST OF ALL PIERCE • ARROWS



It is true today that you can close your eyes, choose any motor car manufactured in America and make no mistake in your choice—if you are content with mere transportation.

But if you are one whose spine tingles as the newest transcontinental sky-liner takes to the air, if you are one whose pulses quicken as a magnificent *Queen Mary* heads seaward, you and the 1937 Pierce-Arrow belong to each other.

Here is a motor car, *the* motor car, that does

things to you! No one can eye it and still say that all cars these days are pretty much alike. No one can explore the full sweep of its performance and still say that the thrill of the highway is dead . . . that pride of distinctive ownership is gone.

It has taken 37 years to produce this greatest of all Pierce-Arrows. But it will take you only 37 minutes to find that here at last is the car of cars!

For 1937, a complete new line: two groups of Twelves with 185 horsepower engines and with 139, 144 and 147-inch wheelbases; one group of Eights with 150 horsepower engines and 139 and 144-inch wheelbases.

PIERCE • ARROW

A M E R I C A ' S F I N E S T A N D S A F E S T M O T O R C A R

INSIDE OF COVERS BLANK IN ORIGINAL

POSTED ON AUGUST 1, 2022
B.D. SZAFRANSKI — ELMA, NY USA

PLEASE DON'T REPRINT FOR PROFIT.

